

FEBRUARY • 1957

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# Electrical Merchandising



## ANNUAL REPORT ON FANS AND AIR CONDITIONERS:

including market studies,  
new developments in central systems,  
ways to lengthen out the selling season,  
the implications of Btu ratings





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## APEX SPIRAL DASHER outperforms ordinary agitators... gives you a completely exclusive feature to sell!



Here's the automatic washer that can give a big lift to your home laundry appliance sales program! The new Apex Spiral Dasher Automatic Washers are the finest vane-agitator automatics available, yet unusually low-priced to bring more customers into your store!

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WHITE SEWING MACHINE CORPORATION  
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HERE'S HOW THE *Exclusive* APEX SPIRAL DASHER WORKS TO GET CLOTHES CLEANER, FASTER, MORE GENTLY...



**SPIRAL DASHER PERFORATIONS**... on each forward and reverse movement of the Spiral Dasher, water rushes through perforations, drawing clothes to cleansing vanes.



**SPIRAL DASHER CLEANING RIDGES**... on each stroke of the Spiral Dasher, the numerous ridges gently rub the clothes, flexing them, opening the weave and forcing out the dirt.



**SPIRAL DASHER SPREADER CUPS**... Spreader Cups at bottom and top of vanes move the clothes outward, opening and spreading garments. No bunching, tangling!



**LOW-WATER-LEVEL SETTINGS** permit filling to two-thirds of capacity for washing 4-6 pounds of clothes, or one-third of capacity for washing a handful of delicate fabrics.



# Electrical Merchandising

A  
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February, 1957

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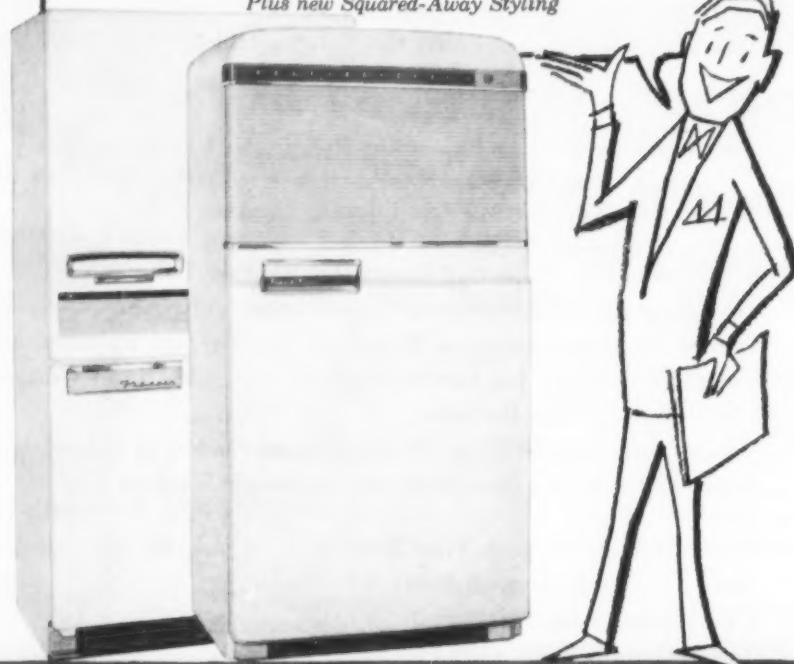
# WESTINGHOUSE Major MORE TO

**Selling's a breeze**  
when products have  
easy-to-demonstrate  
talking points . . .  
**Westinghouse has 'em!**  
**The greatest array of**  
**Selling Features any**  
**line ever had!**

## WESTINGHOUSE REFRIGERATORS

- Automatic Defrosting
- 50 Choose-N-Change Colors
- Patented Meat Keeper®
- Built-in Quality

*Plus new Squared-Away Styling*



## WESTINGHOUSE FREEZERS

- Deep-Door Storage
  - Polar-Cold Design
  - Exclusive Coldest Setting
  - Westinghouse Quality
- Plus a complete new line of Chest-Type Freezers*



## WESTINGHOUSE DISHWASHERS

- Family-size Capacity
- Flexible Control Dial
- Tested Quality
- Water Temperature Monitor



## WESTINGHOUSE DISPOSERS

- Super-size Capacity
- Uniform Shredding
- Reversing Switch
- Extra Quality



# Appliances for '57 give you **TALK ABOUT**

## WESTINGHOUSE RANGES

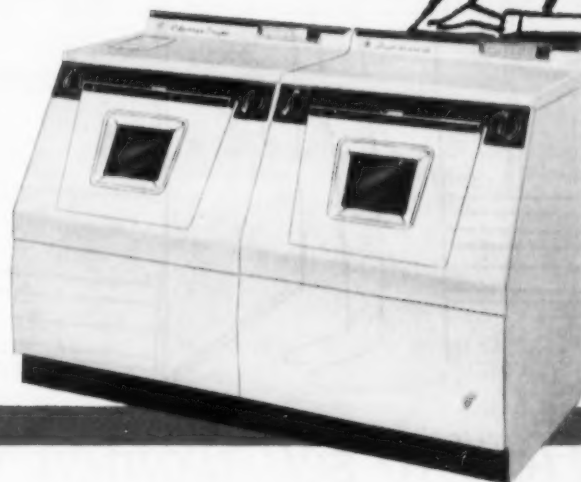
- Plug-Out Units
- 1001 Heats
- Miracle-Sealed Oven
- Quality-built



## WESTINGHOUSE LAUNDROMATS DRYERS

- Weigh-to-Save Door
- Revolving Agitator
- Cleans Itself
- 5-Year Warranty
- Look-in Loading Door
- Direct Air Flow System
- Automatic Dry Dial
- Plug-in or 230-volt

*Plus the famous, fabulous Westinghouse SPACE-MATES*



## WESTINGHOUSE WATER HEATERS

- Scientific Cold-water Baffle
- Automatic Temperature Control
- 10-Year Protection Policy
- Elements Directly Immersed



## The curtain's going up on **WESTINGHOUSE** "Focused Selling" for '57!

Westinghouse Distributor showings for '57 are starting now. Don't miss the one in your area! Learn why top appliance dealers are moving to Westinghouse and moving *with* Westinghouse!

**YOU CAN BE SURE...IF IT'S**

# Westinghouse

Westinghouse Electric Corporation  
Major Appliance Division  
Mansfield, Ohio







## *How to sell women your better ranges*

To a woman, a new range is much more than four burners and an oven.  
It's a bit of modern magic, through which she can express herself creatively.



To sell her your finest model, tell her not only what the range will do, but what its extra features will enable *her* to do. Help her to visualize the high, light, uniform layer cake she'll bake...the perfect cheese soufflés she'll turn out!

And if the range you're showing her is one that's advertised in Ladies' Home Journal, tell her so. She'll respond to it instantly, because she trusts the Journal and is so often inspired by its wonderful kitchen-planning ideas.

So well does the Journal understand women and their needs that it is bought and read by more women than any other magazine... in fact, by nearly *half* the women who shop in your store!

The world's largest magazine for women... *Ladies' Home* **JOURNAL**

A CURTIS PUBLICATION

**No. 1** in circulation ★ **No. 1** in newsstand sales ★ **No. 1** in advertising revenue

## Business Quick-Check

	Latest Month	Preceding Month	Year Ago	THE YEAR SO FAR
<b>SALES</b> , factory, appl.-radio-TV index (1947-'49 = 100)	195	191	196	.1% DOWN
<b>DEBT</b> consumers owe to appl.-radio-TV dlrs. (\$millions)	373*	368*	366*	.5% DOWN
<b>FAILURES</b> of appl.-radio-TV dealers	31	27	21	4.9% FEWER
<b>RETAIL SALES</b> total (\$billions)	16.4	16.1	15.8	3.2% UP
<b>DEPT. STORE</b> sales index (1947-'49 = 100)	130	131	123	5.0% UP
<b>DISPOSABLE INCOME</b> annual rate (\$billions)	293.2	288.2	278.4	6.0% UP
<b>LIVING COST</b> index (1947-'49 = 100)	117.8	117.7	115.0	1.4% UP
<b>SAVINGS</b> of consumers, annual rate (\$billions)	22.0	21.4	18.8	25.3% UP
<b>HOUSING</b> starts (thousands)	80.0	93.0	89.2	17.4% DOWN
<b>AUTO</b> output (thousands)	597.1	581.1	681.7	27.0% DOWN
<b>UNEMPLOYMENT</b> (thousands)	2,479	2,463	2,427	3.8% BETTER

(Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau) \*New Series

# TRENDS

Retailers, big and small, face a fast-developing new problem this year.

The problem is employee relations and at recent NARDA and NRDGA conventions, the subject came up for considerable discussion. The concern at the NRDGA level is understandable since big department stores have long realized that they must do something to recruit new manpower. This spring, for example, big stores and department chains will be sending personnel recruiters to college campuses all across the country. They'll emphasize, among other things, the opportunity for rapid advancement in the retailing field.

It's somewhat more surprising that NARDA members should be so concerned over personnel relationships since most members operate relatively small businesses. But in session after session at last month's Chicago convention, dealers were urged to widen their employee benefit programs and to improve communications with their hired help. Suggestions included establishment of profit sharing trusts and insurance programs as fringe benefits. Dealers were also told that regular "gripe" sessions for employees might clear up problems which have been affecting morale.

Like it or not, you'll be selling more and more portable TV sets in the months ahead.

In the last quarter of 1956 portables were gobbling up about a third of the industry's output. That figure is more likely to rise

than fall in the months ahead. The manufacturers who have been the most reluctant to get into portables now admit that they are revising their thinking. It may not be profitable business, but it's volume — and in some cases their share of industry is at stake.

How can a retailer make money with portables?

California dealer Harold Witham had several suggestions for those attending the NARDA convention in Chicago last month. Here are his ideas:

1. Buy portable TV in as large a quantity as possible — the extra discount is vital in a product carrying as low a margin as the portable.

2. Carry at least three brands. Customers seem to demand a choice of styles and colors. You can't switch a customer as easily on a portable as on a conventional set so have a variety available to meet any demand.

3. Don't rely on the antennas which come with the set. Sell an extra antenna — the profit on the antenna can spell profit on portable television.

4. Make a 90-day service policy mandatory. Witham sells such a policy for \$7.50 but requires that the set be brought into the shop for service.

5. Burn the sets in for three days before selling them.

Witham's overall conclusion about portable TV?

"It may be a headache but someday it's going to be a 'terrific business.'"

Dealers at the NARDA convention questioned Dan C reato of RCA Service Company on his firm's offer of a year's service on a 14-inch set for \$15. He said that service at this price had proved to be profitable. Keys to making money at such a contract price

(Continued on page 6)

**tops...**  
**on the popularity poll!**



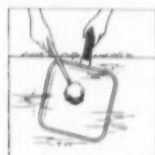
popular 11" by 11" 3 3/4 qt.  
family size

**WEST BEND**

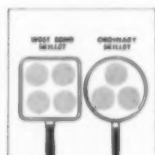
**automatic skillet**

**more exclusives  
more features**

**mean  
more business  
for you**



IMMERSIBLE  
HEATING UNIT



LARGE AREA,  
EXTRA CAPACITY



VENTED COVER



CONTINUOUS  
POURING LIP

New favorite in the traffic appliance spotlight! Plenty of extras make the difference between West Bend and other skillets.

Check this pay-off plus list: balanced heat for even temperature across the entire pan, no hot or cold spots, a vent-type cover that's high enough for roasts or fowl, and a turned pouring lip on all four sides that's perfect for pouring soups and stews.

Plenty big, too. The 11" x 11" family size holds 3 3/4 quarts, with polished aluminum cover. Retail; **\$22.95\*** with copper color cover. Retail; **\$23.45\***

**WEST BEND ALUMINUM CO.** Dept. 182, WEST BEND, WISCONSIN

\* PRICES  
INCLUDE  
CORD AND  
EXCISE TAX

**other traffic stoppers**



**SPEEDMASTER ELECTRIC TEA KETTLE**  
Plug in for hot water in a hurry. Wonderful as a steamer-vaporizer. Capacity, 2 1/2 qts. 110-120 AC-DC. **\$11.50\***



**FLAVO-MATICS**

Every cup is full-flavored. Has to be! Exclusive time and temperature control brews perfect coffee every time. Coffee can't burn or under-perk. In polished aluminum, copper color or gleaming chrome. From **\$11.50\*** to **\$18.95\***, retail.



**50 CUP AUTOMATIC PERCOLATOR**

Where there's a group... there's coffee — and a big market for you! New 50-cup fully automatic Percolator works as easily as an 8-cup perk; fill with cold water, add coffee and plug in. Retail; **\$39.95**

## TRENDS (continued)

are (1) big volume and (2) no on-the-premises service. No home calls are made on a \$15 contract.

The appliance-radio-TV industry can look for a good but highly competitive year in 1957.

That's what manufacturers told NARDA members in Chicago last month and most dealers weren't inclined to argue with this diagnosis.

There's a strong feeling that TV may not improve much on its 1956 performance. The seven million level of last year may have become the industry's base figure and it will take unusual products or extreme business conditions to improve on this level.

As far as white goods are concerned, G-E's C. W. Theelen told dealers that appliance unit volume should run six percent ahead of 1956 with the greatest increases in room air conditioners, dishwashers and disposers. He looked for little improvement in refrigeration during 1957.

The latest survey of consumer buying intentions by the University of Michigan indicates that dealers are right in expecting a highly competitive year. Indications seem to point to a sharper increase in buying of autos and homes than in consumer durables for the home.

Right now the trend in room air conditioners seems to be in the direction of bigger and bigger units. But at least one manufacturer thinks all this may change in the next year or two.

This manufacturer thinks the trend then will be to a sort of "personal portable" air conditioner. He reasons that as the price of central units falls, consumers will decide in favor of this equipment rather than buying a big room unit.

He may be right. But at the moment the bigger units are still leading the way. The 1/3 hp size accounts for a very small share of the market and last year dealers were clamoring for the big 2 hp units. One manufacturer right now is using a special price on a 2 hp unit to "loosen up" what has so far been a marked reluctance of retailers to place orders for new merchandise.

Financing came in for a lot of discussion in Chicago last month and two things stand out:

(1) More and more dealers are being tempted to carry their own paper. They got encouragement along these lines from several speakers at the NARDA convention. There remains, however, a hard core of skeptics among retailers who are still convinced that only the exceptional dealer can get into financing without also getting into trouble. A basic difficulty, say these skeptics, is that dealers aren't good credit men and are tempted to accept paper for the sake of making a sale.

(2) A strong plea for non-recourse paper was made during the NARDA convention by Philco executive vice-president John Otter. He warned dealers that if they relied on recourse paper they would have to consider volume as of secondary importance and look to their own security as a first consideration.

End





# your new best sellers from **WESTCLOX**

**Here now! 3 terrific electrics to  
perk up your profits!**

## **Baby Ben Electric is here! Excitingly-new! Colors too!**

It's the long-awaited electric "twin" to the famous Baby Ben Spring Alarm! Completes your new "Ben" family. Has luminous dial model in each color to give you extra profits. Will be a best-seller for you for years to come!

Plain retails at \$6.95 (plus tax)

Dealer cost \$4.57

Luminous retails at \$7.95

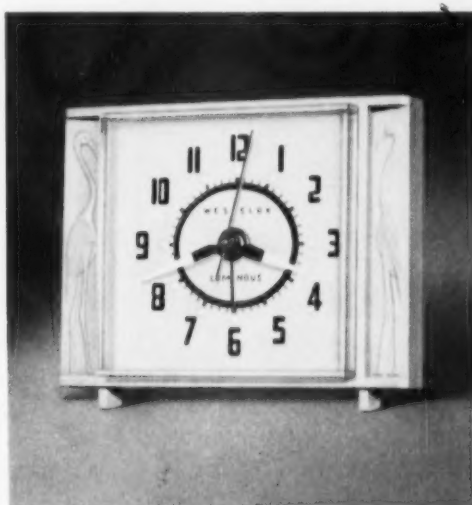
Dealer cost \$5.22

Beige #1240 plain, #1250 luminous

Pink #1241 plain, #1251 luminous

Jade #1242 plain, #1252 luminous

*Remember,  
more Westclox have been  
sold than any  
other clocks!*



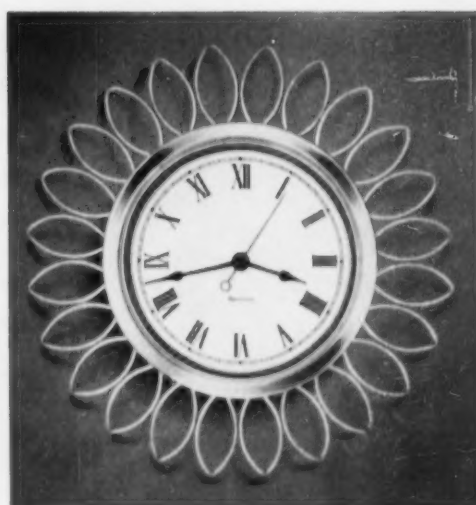
## **Tide's in! Smart new alarm in colors—just \$4.98!**

Something fresh and new, with rich, new luminous dial, sweep-second hand and shatter-proof crystal. Priced and styled to give you plenty of impulse sales!

In Pink #1255 or Yellow #1256

Retails at \$4.98

Dealer cost \$3.46



## **Here's Frill, a new high in decorator wall clocks!**

This 12-inch beauty has easy-to-read dial; petal-design frame in gleaming brass. An ideal gift for almost any room in the house!

Frill Electric Clock #1147

Retails at \$8.95

Dealer cost \$5.88

**Yours  
Free!**

**Smart Shopper-  
Stopper  
Displays!**



**Modernistic Tide display  
an aggressive silent salesman!**  
This neat little display takes up very little space yet it sure pays off! Shows off each clock color to best advantage. Tells fine features at a glance. Display includes 4 Tide Electric Alarms: 2 yellow, 2 pink.

Tide Assortment No. 1384

Dealer cost \$13.84

**New "no-work, all-sell" display  
moves Baby Bens for you!**

Patented "pop-up" display sets up automatically. Open carton and it's ready to sell for you! Cleverly designed with eye-stopping reflector background that mirrors back of clock for full color impact!

Baby Ben Electric Assortment No. 1290

6 clocks, 1 plain, 1 luminous in each color.

Dealer cost (with disc.) \$27.90



## **WESTCLOX ADVERTISING SELLS FOR YOU!**

These new items and all other Westclox watches and clocks are featured all year-round in Westclox big national magazine and network TV advertising campaign. Stock up! Use your free displays to tie-in for extra sales!

5% quantity discount on 6 or more Westclox Electrics.

For your protection, Westclox products are Fair Traded in all states having Fair Trade Laws. Prices quoted do not include taxes and are subject to change.

# WESTCLOX

PRODUCTS OF **GT** CORPORATION  
GENUINE TIME

LASALLE-PERU, ILLINOIS

# R & M 1957 Fans reach a new peak

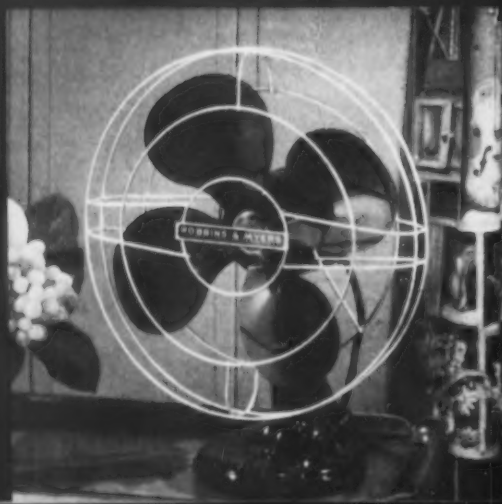
From the bargain hunter to the shopper who wants the best, R&M gives you a fan for every buyer. New styling, new colors, new performance, new features! You'll be ahead in profits with the R&M line. It's backed by a complete advertising and promotion program.



*Look in the phone book yellow pages  
and call your R&M distributor  
for 1957 catalog and price list—or write:*

HUNTER DIVISION—ROBBINS & MYERS, INC., 2714 Frisco Ave., Memphis 14, Tenn.

## NEW STYLING...NEW COLORS!





in coolness, quietness, quality

# R & M FANS

Advertised in  
the POST for  
36 years



A complete line in all price ranges







Now! Cut your premium costs 50%  
with new Home Laundry Size Tide!

A Product of Procter & Gamble

COME IN  
GET A BOX OF  
Tide  
for watching the new  
WASHDAY MIRACLE  
WASHER DEMONSTRATED

Special Offer  
GET A HOME LAUNDRY SIZE BOX OF  
Tide  
WHEN YOU PURCHASE YOUR  
100% IVORY  
AUTOMATIC WASHER



Here it is—the new Home Laundry Size Tide, spectacular in *size* and spectacular in its *appeal* to your prospects (customers feel they're getting a *real bonus* when you offer them the biggest box of Tide on the market). What's more, it enables you to save exactly *half* on your usual premium costs . . . each Home Laundry Size Tide is just *half-a-case*, rather than the full case of Tide you usually give with each automatic washer you sell. Furthermore, with just *two* packages per case, you'll find this new size is less costly to handle, makes it possible to build massive, exciting displays quickly and easily. Here's how the new Home Laundry Size Tide works with the proven-effective Tide Premium Plan:

1. to create traffic you offer your prospects a box of regular size Tide just for watching an automatic-washer demonstration.
2. to close sales you offer your customers a box of Home Laundry Size Tide with their purchase of a new automatic washer.

For complete details on the Tide Premium Plan and how you can use the new Home Laundry Size Tide to cut your premium costs, contact the Tide Home Laundering Bureau, 1106 Enquirer Bldg., Cincinnati 2, Ohio.



Promote with Tide—as a premium it's a natural!

- the makers of 25 automatics pack Tide in their machines.
- more women use Tide in their automatics than any other wasday product.

# TRENDS

## REGION BY REGION

### ... in the EAST

By Robert W. Armstrong



**Final reports on December sales and early January volume presage a good 1957 . . . Hi-fi and portable TV get a lot of the credit**

**B**Y LATE January, 1957, plenty of eastern retailers were still trying to get a clear picture of business in December, 1956, and to estimate the 1957 outlook on the basis of January sales.

Their conclusion: For most, sales were ahead of November; for some, sales even beat December of 1955.

Distributors, particularly, enjoyed good business in December. For example, one Boston wholesaler says that December sales doubled October-November figures, with housewares taking 20 percent of total volume, TV another 20 percent. A wholesaler of phonograph records set a new record with a 15 percent increase and a supplier of built-ins to the building trades found his December volume up 50 percent from the previous year. A Philadelphia distributor, less ebullient than some others, says December was good—if only because of an end-of-the month pickup. However, his TV sales didn't match those of the previous Christmas. A second Philadelphia distributor found December business better than November, not up to the previous December.

Dealers, too, had a good Christmas season. In Washington it was a late buying spurt which set registers ringing and discount stores did an excellent business in shavers, transistor radios, portable TV, and electric skillets. Even "legitimate" dealers report "a very successful season" and attribute it largely to cleaners, radios and portable dishwashers.

The reasons for a good season vary with the dealer. For example, a Philadelphia retailer says December was slightly ahead of 1955 and claims that "hi-fi was the thing that pulled us through. It accounted for a third of all our volume. Nicest thing—it was all cash stuff. Moreover, every hi-fi sale carries along \$30 to \$50 worth of records besides the follow-up business on records."

Most western New York merchants say Christmas sales were good, although, for some, the volume came early. As one says, "It was slow at

the end of the Christmas shopping period and staying open nights didn't help us. We have a carryover of 1956 refrigerators and are going easy on buying."

Boston retailers, too, had reason to be happy. One says refrigerators, washers and dryers were ahead 10 percent of the previous year and housewares down 25 percent because of emphasis on majors. TV and radio were up 20 percent and hi-fi gained 10 percent. Another dealer in the same area pushed his housewares sales ahead—particularly radios, clocks and frypans. He managed to keep his volume equal to the previous December's, but his profits were off 15 percent.

The outlook for '57, on the basis of December and first-half January sales, is good, say eastern merchants. Here, for example, is a Cambridge, Mass., dealer who predicts an overall increase of 15 percent and a specific increase of 25 percent in dishwashers. Another in Boston expects higher unit sales but lower profits because of "department store competition, which is worse than ever"—one more indication that department stores are learning, at long last, how to compete.

A Philadelphia distributor says January has begun well and he expects a "fairly busy first quarter with dealer activity picking up earlier than the traditional middle of February." Another wholesaler there says business has begun well, but claims that credit is fast becoming a "tough problem" and that dealers are not paying their Christmas bills "like they should and we're tightening up on them."

Some dealers are even more optimistic than distributors. A Buffalo merchant says, for example, that his current volume is running ahead of last year with ranges and refrigerators selling best, TV next in line.

Says he, "We like the looks of the first quarter." Another echoes with, "It's fine for us so far in 1957. Washers and dryers are moving well. Refrigeration is about the same. We are looking for a big year and we are gearing our operation to such plans. We have added some sales people."

Even a dealer whose December business didn't come up to expectations says, "We expect to whip up refrigeration volume by featuring our 1956 models at attractive prices. TV is holding up well."

Optimism runs high in Washington—for a couple of very good reasons. One is population: it's tripled since 1930. Another is average annual income: \$4,200 compared with a national average of \$3,300. Despite this optimism, post-Christmas sales haven't set any records. Dealers report activity on laundry equipment (especially combination units) and a lot of service calls, but sales are extremely competitive and people are doing a lot of shopping.

The discount house competition has got dealers in other sections doing some scurrying around, too. In one city a merchant calls 1957 "the year we're going to give the discount house a real battle. A group of us dealers selling list (sic) have

banded together. We've asked for exclusive territory and protected franchises—got it from three distributors already. We're also planning to buy together in carloads so as to get a better price. . . . We mean business and we're going to put up a fight."

His plan is important in that it's another example of a growing trend—one well worth watching. Group buying is already well established in some sections of the country and is being studied and planned in others.

### ... in the MID-WEST

By Tom F. Blackburn



**Winter markets in nutshell . . . NARDA gets results on builders . . . Sears optimistic on refrigerators—TV news new sales arguments.**

**T**HE impression at the January markets in Chicago was three-fold:

1. **No more list prices**, something that will be disconcerting to the discounters;

2. **Growth of complete lines**. The advantage of this is obvious to the manufacturer, who can keep all his machinery going on a succession of items that are always in season. It has not pleased the independent distributor who sees in the trend a force which requires him to put all his eggs into one basket, and be under the control of one manufacturer. At dealer level, it gives the retail store the advantage of tying in more closely to national advertising and the possible disadvantage of a line of goods which individually do not have the same acceptance with the public.

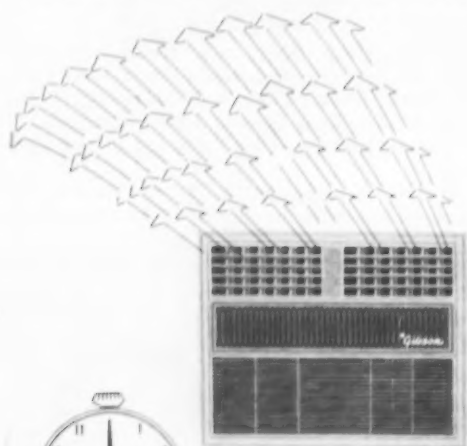
3. **Color**. As Frank Whiting of the Furniture Mart said, when a manufacturer runs out of new patented improvements, he must turn to color and design. While everybody had color at the markets, one got a variety of opinions as to how it was selling. The Steel Cabinet Association said that 42 percent of 1956 production was in color; General Electric is said to have produced 19 percent; half a dozen smaller manufacturers gave estimates running from two to 10 percent, including natural wood.

Tighter money is beginning to hit the retail dealer in the Middle West region. Payment of bills is beginning to slide steadily upward from 30 to 45 and even 60 days. Most distributors

(Continued on page 13)

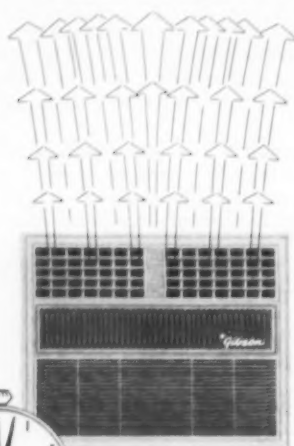
# 5 SECOND DEMONSTRATION

SELLS THE SWEEPING NEW CHANGE IN ROOM AIR CONDITIONING



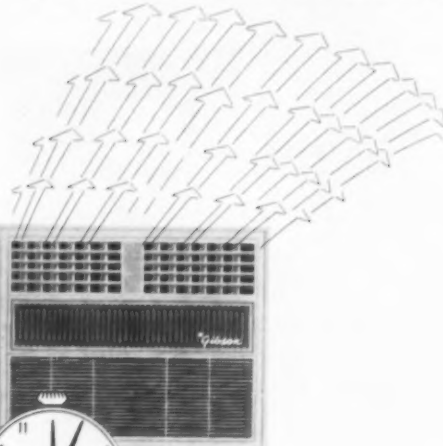
0:00 SECONDS...

Gibson automatic Air-Sweep louvers at full right. Outside manual louvers may be adjusted up or down.



0:02 1/2 SECONDS...

Air-Sweep louvers snapped at mid-point in their sweeping motion.



0:05 SECONDS...

full sweep completed! Louvers make 12 side-to-side sweeps per minute.

## Gibson automatic Air-Sweep

### EASIER TO SELL WITH MORE TO TELL

- 17" Trimline Design fits all windows—flush inside or outside without unsightly overhang.
- Dust Magnet electrostatic filter. Magnetically attracts pollen and dust as tiny as 1/25,000th of an inch. Permanent and washable.
- Low-Amp Models use regular household circuit current, take only 7.5 amps.
- Automatic Thermostat standard on all models.
- Hushed Whisper quiet inside and out due to efficient twin wheel-type blowers. Gives super jet cooling.
- High Power Factor delivers more cooling per kilowatt.
- Pushbutton controls for quick selection of cooling and ventilating speeds.
- Dehumidifies up to 8 gallons of moisture per day.
- Sliding Panel converts from maximum cooling to maximum dehumidification.
- All Trimline Models with Fresh Air intake feature—outside air filtered before entering room.

Yes, the first 5 seconds show your customers the most sweeping change in air-conditioning history! Exclusive automatic Air-Sweep ends the "closed-in, closed window" feeling . . . keeps air in constant draft-free circulation . . . increases cooling capacity . . . speeds cooling time from a "hot room" start. With Gibson you sell air that's fresh as all outdoors, converting air-conditioning "objectors" into "takers"—and making old installations obsolete.



### MORE PROFITS TOO!

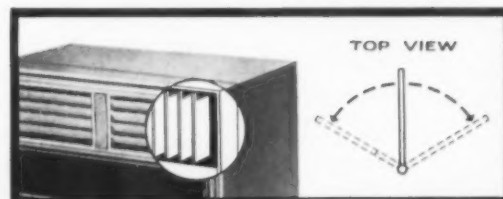
Faster selling is only half of your profit story. Gibson's factory pre-assembly and removable chassis lets your men install more than twice as many units per day by actual time-study tests. All electrical service in front and complete chassis removal without touching window mounting!

*Go independent...*

*Go* **Gibson**®

Gibson Refrigerator Company  
Greenville, Michigan

DIVISION OF  
**HUPP**  
CORPORATION



### EXCLUSIVE AIR-SWEEP ACTION!

Separate Oscillator motor drives louvers—sweeping side-to-side continuously, automatically. Can be stopped in any position when desired. Finger-tip bar adjusts outside louvers to any position up or down.

©1957



# TRENDS REGION BY REGION

report an increase in the amount of their accounts receivable.

The squawk by NARDA about manufacturer sales to builders, bypassing the dealer and often the distributor, got attention and recognition at the January meeting of that organization in Chicago. General Electric sent a speaker to the convention. Westinghouse said that it would negotiate with builders—through its distributors and dealers—only when 50 assorted units (or 15 room coolers) were in the deal. Little builders would have to turn to dealers.

Portable television sets were much in evidence at the Chicago market. The industry, robbed of its story on profit through fast turnover because of market saturation, has never thought up a new appeal to dealers. Price leaders, once 5 to 10 percent of the TV lines, are thought to have climbed to 80 percent, and that is unprofitable to the dealer. With manufacturers and distributors reported loaded with inventory, the situation calls for some fast thinking.

A Lincoln, Nebraska, gas station has originated its own premium plan for tying down repeat customer business, one which can be borrowed by the appliance trade. It has a window of houseware items requiring purchases of from one to 25 gallons of gasoline. With sales, coupons are given, and all the customer had to do is save these and come back for more gasoline.

Sears optimistic on refrigerators. Because Sears, Roebuck & Company has to work nearly a year ahead on its annual catalog, and reflects the thinking of its great group of merchandisers, a close look at it by the trade is always worthwhile. There are five more pages of appliances in the new catalog, and on its color pages candy pink, sage green and sunshine yellow are displayed. Three more pages of refrigerators are shown, three more of freezers. In refrigerators one with 15.2 cu. ft. is offered (upside down model). Home laundry equipment has advanced in price, and wringer type machines are up \$5. There is a 30-inch electric range with an aluminum griddle. Room coolers offer a slenderette model. Only sewing machines are down in number.

One of Chicago's biggest price discounters recently came a cropper on knitting machines. He bought, cut the price, and expected them to sell themselves. Unfortunately, you have to teach the owner of a knitting machine how to operate it, and this was missing.

With the replacement market coming fast in the television field, there is need to put a little life into the advertising of TV. Today about all you see advertised is the size of the picture tube or the number of square inches of tube surface, which the public does not understand at all.

With a generation of customers buying television who have already owned one, new reasons for buying come into play which are all unmentioned. One of the faults of the early sets lay in the fact that where one station was in sharp focus, the next one would be fuzzy. In Chicago, for example, where there are five stations, one set might give two sharp and three virtually out of focus. The favorite stations might be brought into focus by twisting the television antenna around, but nobody ever expected all five stations to be in sharp focus. If a new set will deliver sharp focus on five stations, this is a sales factor.

Drifting, or moving out of focus, is another weakness that shows up badly in big screen TV. A brand without this drift has something to sell. Yet you never see it mentioned in advertising.

All factory sets on display are in sharp focus because they are worked on by experts. The same sets on dealer floors are frequently very fuzzy, and a fuzzy picture is enough to stop the purchase of a big screen, where it looks worst.

The 11 months sales totals of Kansas Gas & Electric Co. territory have come in, and show that central air conditioners were 112 percent ahead in that drought stricken area for 1956, compared to 1955. Evaporative coolers were 226.4 percent up, dishwashers were 0.9 percent up, food waste disposers 12.3% up, electric clothes dryers 17.5 percent up, automatic washers 7.8 percent up, and water heaters 22.7 percent ahead.

The worst hit during the year were attic fans, which fell off 66 percent, 1956 compared to 1955, dehumidifiers off 36.2 percent, gas clothes dryers off 17.9 percent, ironers off 24.6 percent, roasters off 37.6 percent, and television, off 11.1 percent. Refrigerators were the big surprise, said the utility. November records were shattered by 614 sales, compared to 544 sales in November of 1954.

In Omaha, Nebraska, television led the year 1956 in sales, with 8,136 units rung up by December 1. Room coolers were next, with 6,072 sold, followed by refrigerators with 4,610 and automatic washers with 4,340. M. H. Prince, sales promotion manager, Minnesota Power & Light Co., reported that for Duluth, bed coverings were 68.9 percent ahead of 1955; food freezers 33.7 percent; dryers, 22.6 percent, automatic washers, 22.5 and electric ranges 8.2. Ironers fell below 1955 by 39 percent; television by 31.6 percent; refrigerators 5.5.

The contrasts between the same items reveal that promotion and get-behind-it-is what does the trick.

TV Service Men Want Licenses. Lack of stability of the TV-radio service industry has at last brought the T.E.S.A., service men's organization, around to advocacy of licensing. Being introduced into the Illinois legislature is a bill that will do this, says Frank Moch, Chicago television service pioneer.

## ... in the SOUTH WEST

By Fred A. Greene



**Rough year coming up in most sections**

**... Fourth quarter sales figures generally off, inventories not much better**

**... Hi-fi has long road to tread**

YOU can interview as many dealers and distributors as you can find, but no matter how far and wide you travel, you can't help but reach one conclusion:

It's going to be a rough year coming up if fourth quarter sales during 1956 are any indication.

Naturally, there are exceptions. Texas' Gulf Coast area around Beaumont, Port Arthur and Houston is the biggest exception. Here, a booming oil industry and considerable other diversified industries offer some hope that business will remain fairly stable. Wages are high and there's plenty of employment. The drought, a major factor in the Southwest, has little effect.

In other isolated sections, too, where oil is a major industry, there remains some optimism. But such sections are few and far between. Basically, the farmer and rancher determines the overall picture when it comes to speaking of the Southwest. Certainly, the critical nature of the drought is evident by President Eisenhower's recent trip to the ravaged, dust blown sections. If the area doesn't improve with rain, perhaps federal aid will not only be a lifesaver to the farmer, but it may make the difference between a marginal dealer's existence or going out of business.

We keep hearing more and more about rural dwellers moving to larger, more metropolitan centers. As yet, the employment picture has not altered noticeably, but continued movement could. The important point for appliance dealers, however, is that a smaller rural market obviously cuts down potential sales and this in turn may increase business failures.

Because fourth quarter sales generally were not up to expectations, many retailers and wholesalers had high inventories. As a result, closeout sales are quite the fancy—and even more so than usual. Profits, in turn, are taking a beating.

Many dealers have had volume increases during the last year—and utility records back this up—but not all of them got on the bandwagon. Many of those who did pick up volumewise did it the hard way—lower profits.

Another important factor in the overall sales picture is the disappointing number of starts in residential construction. According to Dallas Power & Light Co., building is off 50 percent. In 1955, slightly more than 14,000 new homes were constructed in Dallas. During 1956, the figure dropped to 7,300 and probably accounts for the 900-less range sales during December reported by DP&L.

In discussing the profit-volume picture, Houston sources refer to air conditioner sales. Last year saw 25 percent more units sold in the Houston area. But talk to dealers and they're a mighty blue lot:

"So what! I could sell twice as many as I did last year but my profits wouldn't show it. In fact, they'd be well under what they were several years ago when volume was low."

Perhaps price is one reason why an Oklahoma City distributor reports increased pre-season sales and deliveries. Many dealers are finding it easier to offer closeouts to make a better profit than to sell during the height of mid-summer competition.

"We still don't make much," says a Texas dealer, "but at least the consumer can't do as much shopping. This way we can hold them longer and we have a better chance to close a deal."

Lone Star State movement of white goods on the whole was fair. Laundry equipment sold best with refrigerators close behind. Range sales were spotty in most instances, downright poor in others. Upcoming utility range promotions may help the situation.

(Continued on page 16)

why

# WEBCOR

**tape recorders outsell all others**

**Webcor—The Pioneer.** Webcor took the lead in promoting and advertising tape recorders for home use. This opened a vast new market for highly profitable sales for radio-TV appliance dealers. Years of concentrated research and experimentation were accomplished before the first Webcor instrument was offered to the public. In addition, strict Webcor quality control makes certain that only the finest components go into these outstanding tape recorders. Every part is designed, engineered and built or specified by Webcor.

**Webcor High Fidelity Amplifiers and Speakers.** Wide-range Webcor high fidelity speakers are designed to deliver sound evenly, without distortion and without frequency "deadspots." They are arranged within the cabinets for highest possible acoustical efficiency. Powerful Webcor amplifiers have multiple negative feedback circuits to insure negligible distortion.

**Exclusive Webcor "No Reel-Turnover."** Most Webcor High Fidelity Tape Recorders have two recording heads and two Webcor precision-built motors. These make possible recording in two directions without bothersome "reel-turnover." Hence, the operator can record and play back for two full hours on one reel of tape.

**Convenient Webcor Four-Way Master Control.** Webcor Tape Recorders are easy to operate. All basic operations—record, playback, fast forward, fast rewind—are served by one central four-way control. Dual concentric control is provided for volume, off-on and tone adjustment.

**Other Webcor Features.** Webcor High Fidelity Tape Recorders play 3, 5 or 7-inch reels at either  $3\frac{3}{4}$  or  $7\frac{1}{2}$  inches per second. The de luxe models have new, improved automatic stops which shut off both the amplifier and motors at any speed when the end of the tape is reached. These instruments have Veedor Root type tape counters which make possible locating sections of tape readily. New cathode eye indicates the proper recording level. A 3-position output selector switch: *Normal* for playback using speaker in unit—*Monitor* permits hearing recordings as they are being made—*External Amplifier* permits hookup with external speaker or amplifier. Input jack allows user to record with microphone or directly from AM-FM radio, TV sound, fonograf or another tape recorder.

**Webcor Tape Recorder-Radio Combinations.** Webcor Tape Recorder-Radio Combinations have all the fine features of other Webcor High Fidelity Tape Recorders. In addition, they have supersensitive AM transistor radio tuners. They also have input jacks for recording with microphone or directly from AM-FM radio, TV sound, fonograf or magnetic recorder.

**Webcor Advertising.** The ad on the opposite page will appear in *Life Magazine* (February 4th). Other colorful, sales-building Webcor Tape Recorder and Fonograf ads will appear regularly in *Life*, the *New Yorker*, *Sunset*, *Family Weekly*, *Tape Recording* and other publications throughout 1957. Hard-selling billboards will tell the Webcor quality story repeatedly throughout the year. Ask your Webcor representative for dealer mats, radio and TV spots and display material—all designed to help you ring up new and bigger tape recorder and fonograf profits!

**SELL THE LINE THAT SELLS THE FASTEST... SELL**

# WEBCOR<sup>®</sup>



# LISTEN



keep those precious "growing up" words on your

# WEBCOR

HIGH FIDELITY TAPE RECORDER

Now you can keep a priceless sound album as your child grows up—recorded on a Webcor High Fidelity Tape Recorder.

And that's only the beginning. A Webcor Tape Recorder adds a new kind of fun to parties. It's marvelous for practicing music lessons or speeches—because you can really hear yourself as others hear you! And what a thrill to record your favorite radio and TV programs—and play them back whenever you want a repeat performance.

So very important, too—your Webcor gives you the very finest high fidelity reproduction of the many popular and classical pre-recorded tapes now available, as well as the tapes you record yourself.

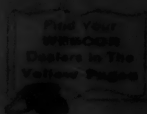
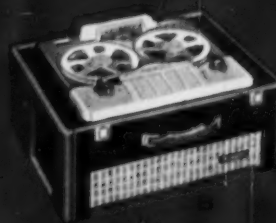
Ask your dealer to demonstrate Webcor's many advantages—including the famous "no reel turnover" feature.

**A Royal Tape Recorder.** High fidelity, wide-range speaker, two recording heads, "no reel turnover" feature. Frequency range: 50-7,500 at 35; 10-10,000 at 7 1/2 lbs. In set as shown, \$199.95.

**B Royal Carnet Tape Recorder-Radio.** High fidelity, three speakers—two 6" one 2"; two recording heads; "no reel turnover" feature. Frequency range: 50-8,000 at 35; 10-12,000 at 7 1/2 lbs. Super-sensitive AM radio tuner. In tan or ebony, \$289.95.

**C Varioustape Recorder.** High fidelity, full-range PM speaker, 3-tube amplifier (including rectifier), professional type editing button, 5 watts power output, and many other features of far more expensive sets. Only \$149.95.

ALL MUSIC SOUNDS BETTER ON A WEBCOR



\*Other models from \$149.95.  
Prices slightly higher West and Southwest.

# TRENDS REGION BY REGION

Television sales are off. Those who do report fair to steady movement are selling low-end sets. Portable sales are good. In one case, a dealer remarked that his only sales have been in portable models. A lone hopeful note came from a Fort Worth dealer. His early January sales exceeded those of the last two weeks in December.

Here's one sour note:

A West Texas dealer blames the steady drop in TV sales to the big buildup for color and the wild rumors about lack of good service and still lower prices to come. It's ruining the market, he says, particularly in areas where color reception is limited.

Fourth quarter Oklahoma sales were below expectations and January started slow. Dealer profits are off and one dealer had to increase his volume considerably to even show a small net. A Tulsa distributor tells us his margins have been cut in order to increase dealer promotional allowances.

Laundry equipment led white goods movement which, overall, was slow. Range sales continue to be off in the Sooner State but a hint of a pickup is reported. Refrigerators just aren't moving.

Portables paced a slow TV movement over most of the state. In Tulsa, however, a distributor's sales have been good—mostly in portables.

The New Mexico picture is mixed. In Albuquerque, sales are off, while in Roswell, dealer movement improved. Lower inventories are reported. One dealer said he had less carryover than in any year of history, but was still bothered by too many white elephants.

Profits remain normal in New Mexico and fourth quarter movement was steady and close to expectations. White goods, as one distributor puts it, moved fairly well but it was nothing to brag about. Laundry equipment led the way. Range sales were slow and refrigerators off badly.

Fourth quarter sales in Arkansas were mixed, about evenly divided between the ups and downs. Nearly all reports show, however, a pretty good January start. Profits are holding reasonably firm and there's little of the pessimism in this state that we find elsewhere.

Freezers continue to pace white goods in Arkansas. One Little Rock distributor says sales are up 300 percent over 1955. Range sales are down. Refrigerators moved fairly well.

Television sales varied from fair to good, but in most cases portables made the difference. Low-end models moved best for some retailers.

Arkansas saw a tremendous upsurge in radio and phonograph sales. One distributor sold out his record player stock. Another doubled 1955 figures.

We asked dealers about hi-fi sales. Most reported they are not stocking either packaged units or components. Interest is reported high, but, as one dealer points out, everybody has a different idea about hi-fi. Another summed up the lack of dealer interest this way: he doesn't know enough about it and neither do his customers. Until everybody knows more about hi-fi, he's not going to sell it. In spite of all this, dealers generally agree the future of hi-fi is good. Right now, it is a specialty item and dealers have enough trouble selling appliances without the price argument. They'd just as soon sell on specialty selling of existing items.

Of interest to Texas dealers will be the up-

coming fight in the state legislature to license television servicemen. According to one serviceman, it's going to be a stiff fight. However, he says the Texas Electronics Association, of which he is a member, has a lobbyist in Austin and contacts with some legislators leads him to believe licensing will not become law. If it looks like it might, he adds, his association will present its bill in opposition to one sponsored by the Houston Association of Television Servicemen.

Our own opinion of the situation leads us to believe most servicemen do not want licensing. As one of them says, you'll have crooked servicemen whether you license them or not. All licensing will do is set up another state board that the consumer will have to pay for in the long run. Besides, he points out, did you ever ask a plumber or electrician for his license?

## ... in the SOUTH

Fair trade end helps produce banner year in Georgia... '56 sales in North Carolina up as much as 56%

DISCOUNT houses in Georgia—jittery since the repeal of the state's Fair Trade Law—have joined a swelling chorus throughout the Southeast in pronouncing 1956 a banner sales year.

The discount-house issue is taking on added interest as operators indicate now that their period of uncertainty is over. With the "best December ever" behind them, they are voicing confidence in their ability to meet all competition in the future.

However, along with their optimism, they are becoming increasingly averse to the term "dis-

counter" (only one firm labels itself as such). Says the owner of the one house, "We prefer to be called 'super cash markets'; there is no longer any such thing as a 'discount' in Georgia." He's not alone in this argument. As one big-name distributor put it, "While no one ever thought the department stores adhered strictly to the Fair Trade Law, its overthrow took away the discount's umbrella. As long as it was in effect, he had at least a vague sort of 'list price' against which to hold up his bargains. Now practically everyone has gotten in bed with him and there is an ever narrowing margin between his prices and those of the really big outfits in the state."

However, despite this ominous "narrowing margin," the Atlanta-area wheel-and-dealers seem to be digesting a record Christmas with a steady increase in their number attesting to the outlook for continued smooth sailing during the months which lie ahead.

North Carolina distributors indicated at the close of the year that they were expecting 1956 to be their biggest sales year on record. Final figures which are now being compiled seem to bear this out with ample margin to spare in most appliances.

In the Nashville area a huge 56 percent increase in the sale of clothes dryers by one large distributor paced the record breaking year. Sales of dishwashers for this concern were up 40 percent with sales of air conditioners and automatic washers up 22 percent and 29 percent respectively.

The difference in profits—up from over \$14-million to more than \$18-million.

The sales picture in the eastern and southeastern counties of Florida, served by Florida Power and Light Company, was brightened considerably by a three-month sales promotion sparked by that utility.

The October-November-December program had achieved more than its sales quota after only two months. The campaign concentrated on electric ranges and water heaters.

By the end of November water heater sales had zoomed past the quota for the entire three-month program by 34 percent. Range sales were over the quota by nine percent.

A similar promotion program is planned in February and March on automatic washers, ironers and dryers. The goal which is being aimed at is the sale of 6500 units with an estimated value of \$1,600,000.

Opening of the Sunshine State Parkway later this month is expected to have beneficial results on appliance sales as well as on other segments of the state's economy.

Florida business leaders believe that with the turnpike making traveling more comfortable and faster in the southern part of the state, an even greater number of people will find the state attractive for small, medium and large industrial concerns. To the appliance man this means more potential customers and greater sales opportunities.

Generally, the Southeast is pleased with the 1956 showing. In fact, things looked so good to one Tennessee distributor that he says he doesn't see how the market can continue so good. "But we're working to make sure that it does," he adds.

(Continued on page 21)



"GOOD HEAVENS MAN, WHAT HAVE YOU DONE?"





IN THE 1957  
HOTPOINT  
AUTOMATIC  
WASHER

Announcing

an entirely new

automatic home laundry

clothes - conditioning process

in the 1957

**HOTPOINT**

**WONDERINSE**

**WASHER**

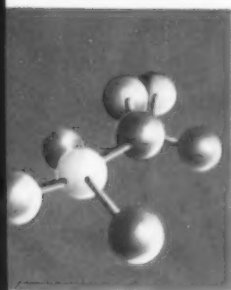
TURN  
PAGE



ALL YOU DO IS  
PUSH A BUTTON  
WHEN YOU START  
THE WASHER!

**1957 HOTPOINT**

Reservo  
cal. Jus  
and the  
into the



ANNOUNCING A NEW  
MIRACLE OF CHEMISTRY IN THE  
1957 HOTPOINT AUTOMATIC WASHER

# Automatically a new wonderinse is injected... to condition the water, soften fabrics, rinse newness into clothes

No matter how wonderfully an automatic washer may *wash* clothes, it's *really* no more efficient than its rinsing action. And in the 1957 Hotpoint, remarkable things happen during the rinse cycle. We call it WONDERINSE . . . you'll call it wonderful.

You simply press a button when you start the washer. Automatically, at exactly the right time, the new WONDERINSE chemical is injected into the final rinse water.

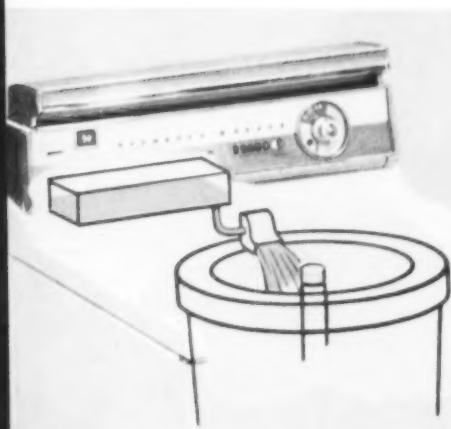
This wonder-working formula performs 3 important jobs: it conditions the rinse water, softens fabrics, and actually rinses newness into clothes. Whites are whiter, colors stay far brighter and sharper.

Hotpoint-washed clothes look and *feel* cleaner. Bath towels are fluffier. Linens and cottons are softer, too, but never *limp*-soft. And, as the finishing touch, WONDERINSE seals the pores of fabrics. Clothes stay clean longer, wash clean easier the next time around.

If you're in the market for a washer, you'll want to see the new Hotpoint WONDERINSE Washer. It could change your whole conception of what you should expect from a modern automatic. Because here is a truly automatic helpmate that not only *washes* . . . but actually *conditions* your clothes too. Your Hotpoint dealer has it. Stop in and see it!



## WONDERINSE WASHER



Reservoir holds a full quart of WONDERINSE chemical. Just push a button, when you start the washer, and the correct amount is automatically injected into the final rinse.



Even the individual threads in fabrics are softer, fluffier after WONDERINSING. They *stay* clean longer. "Pores" are sealed to resist dust and soil. *Iron* easier, too, because of fewer wrinkles!



Normal or delicate fabrics, with Hotpoint *two-cycle* washing, are laundered in proper quantity of water at proper temperatures, for right length of time. Touch a button . . . set the Wond-R-Dial.

**Hotpoint**

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44. Automatic Washers • Clothes Dryers  
Ranges • Refrigerators • Customline • Dishwashers • Disposals • Water Heaters • Food Freezers • Air Conditioners • Television

THERE'S A FULLY-AUTOMATIC  
**Hotpoint** WASHER AND DRYER  
 PRICED FOR EVERY BUDGET!



**Hotpoint** Super Deluxe  
 Pushbutton Home Laundry Pair  
 ... with WONDERINSE Washing



From unit to unit, pair to pair...  
**Hotpoint** Home Laundries are price-  
 planned for natural step-up selling!



Hotpoint Super Deluxe Push-  
 button Home Laundry Pair  
 ... with Suds-Stor Washing



Hotpoint Super Deluxe  
 Pushbutton  
 Home Laundry Pair



Hotpoint Deluxe Pushbutton  
 Home Laundry Pair



Hotpoint Special  
 Home Laundry Pair

**H**otpoint Automatic Washers and Dryers  
 are easier to sell because they offer more  
 reasons to buy!

There are five automatic electric washers  
 ... five automatic electric dryers ... and  
 five style-matched pairs ... in the complete  
 1957 Hotpoint Home Laundry Line. And  
 every prospect—regardless of budget—will  
 find that Hotpoint offers more styling,  
 quality, and features than they had ever  
 hoped for.

See for yourself how Hotpoint's wide  
 variety and easy step-ups will improve  
 your home laundry sales this year. Ask  
 your Hotpoint Distributor for full details  
 on the *complete* Hotpoint Home Laundry  
 Line for '57.

Hotpoint Automatic Washers  
 and Dryers are available  
 in a choice of 5 Beautiful  
 Colortones, or White!

look to **Hotpoint**  
 for the finest-first!

BE SURE TO SEE  
 In Space 1120  
 Merchandise Mart





# TRENDS REGION BY REGION

## ... in the FAR WEST

By Howard J. Emerson



**Sales jump back to pre-Christmas level . . . Air conditioning outlook best ever . . . Dealers study kitchen financing . . . Cost problems**

IT seemed longer than usual between Christmas and the mid-January paycheck this year, say many dealers in the Far West. But the checks did come in, and business for most dealers began to reach satisfactory volume on the weekend of January 12.

The weather, always a major factor in winter business in the Far West, resisted rain makers, farmers, prayers, Chamber of Commerce apologies, etc., but could not resist "the groaner." As soon as Bing Crosby's golf tournament got underway in Monterey, California, the deluge came almost as surely and steadily as it did after Noah got the animals on the ark. No kidding—the ranchers in California believe in Crosby as a rainmaker, according to the San Francisco *Examiner*. Even if there hasn't been a drop of rain since May, there will be a good storm during the "Crosby clambake" in mid-January, the farmers know. This year was no exception.

Speaking of weather, and controlling it—this column has great hopes for the future of air conditioning in the Far West in spite of so-so to really bad results so far. This column is being written in Santa Barbara with the temperature close to the 70's while the radio reports Chicago at 16-degrees below, and Maine at 40-degrees below, on January 14. Yet this is not a Chamber of Commerce report—it is directly connected with the market for air conditioning that is featured in this issue. On July 14 next, this city and hundreds of others in the Far West will have daytime temperatures of 68 to 80 degrees, and nighttime of 48 to 60 degrees, with a relative humidity of about 20 percent. At the same time, dealers in the Midwest and the East will be selling air conditioners in an area with temperatures in the 90's and humidity in the 90's. What then, is going to move air conditioning in the Far West outside of Los Angeles, Phoenix and Las Vegas? Scores of dealers have been asked this question. The consensus here is this—"Let's have local or regional advertising by manufacturers that pitches what they consider secondary advantages of air conditioning—pollen control, smog control, dust removal, etc." Pollen is a bad problem in the mountain states, dust a pneumonia breeder in the Southwest and California. These dealers say, "Let's have some mats, stuffers and co-op advertising that doesn't show someone sweltering outside while a customer is cool inside. Let's say, 'I don't use a box of Kleenex a day since I got an air conditioner.' What they mean, this reporter insists, is that the Far West can sell air conditioning but very little air cooling.

Much concern is being given to financing by those dealers doing a serious business of kitchen design and remodeling. Even a relaxed title 1, with five years for the payments, or manufacturer sponsored programs like that, aren't the full answer although they are the big help at the moment, dealers out here say. The open-end mortgage is ideal, but not generally available. Possibly, say some, the second-mortgage or refinancing should be looked into—although smart customers may be scared away by the terms or charges. But, dealers here contend, some means must be found to make the high cost of kitchen remodeling relatively painless. Says one dealer whose kitchen business will be analyzed in March *ELECTRICAL MERCHANDISING*, "The kitchen dealer who lets a couple tie themselves up in an \$80 or \$100 a month contract for a kitchen when it obviously is going to be a burden is unfair to the customer and stupid in handling his own future. The first month that the payment becomes a burden—because of an unexpected doctor's bill or other need—the couple will begin to resent the kitchen that is strapping them and begin hating the dealer that oversold them." He contends that if kitchens in a new home can be financed with the house for up to 25 years, some way must be found to finance the construction part on at least a ten year contract.

Some dealers here thought the swing to factory branches would correct the price differential bothering those dealers who are on the fringe of one distributorship close to the fringe of another. But one California dealer found it didn't happen. He gets appliances from the factory branch in Fresno, but is located within a few miles of the edge of the territory of the same manufacturers Los Angeles branch. After losing many sales to a dealer 30 miles away because of price he went for a visit. They compared price sheets, found that in every quantity the published prices of the Los Angeles branch were lower—from \$6 on the dishwasher to \$80 on some model refrigerators.

In another section of California, dealers handling a particular full line in several small cities outside the periphery of a metropolitan area are meeting late this month—object, repricing the line about ten percent above the suggested list.

## ... in the GREAT LAKES

**Fourth quarter impetus carries over into January . . . Hi-fi and portable TV lead the parade . . . Blankets out-sell other small appliances for '56**

THE fourth quarter of 1956, which broke loose with singing cash registers in its final days, has undoubtedly created an impetus that should carry into the first quarter of 1957.

This sales thrust into the normally slow first quarter will be further helped by the new 1957 large appliance models with straight line styling, say observers.

With the majority of appliance manufacturers

startling the customer with this straight line styling, regional dealers are of the opinion that—"like or no like"—this new look is here to stay.

A Cleveland distributor feels the thinking behind this new look is to convince Mrs. Consumer that if hubby can buy a new automobile each year because of the change in looks, she should be made happier by changing the look of her appliances more regularly.

Hi-fi sets, starting a gradual climb in the Great Lakes area, suddenly became the "hottest selling item" in the month of December, followed closely by portable television sets. Active and hot promoting in both items apparently predetermined their sales position for some dealers.

Colored television sales showed surprising strength in the last quarter. "Beyond expectations," say some dealers. First quarter advertising on TV sets from manufacturers level will be heavy to keep the ball rolling. This item, judging from opinions in this region, will remain highly controversial. "Too rich for the average blood," "not yet perfected" and "too many service headaches", as some dealers remark. "Not so", say the successful dealers, "present sets are as near perfected as possible", citing their excellent sales on this item as proof. Dealer inventories, somewhat higher than normal for the first quarter, are reportedly in anticipation of record sales for colored television for 1957.

Electric range sales reflect housewives tastes in the "new and different" very emphatically, with standard ranges increasing in sales but 10 percent for 1956 in contrast to built-in-ranges' increase of 50 percent. The great increase in built-in ranges, garbage disposers, 62 percent; dishwashers, 16 percent, is primarily due to the new home market.

The black and white TV console is holding its own, even though sales have slacked off in certain parts of this area. The main reason is that about 88 percent of all families now own a television.

Dehumidifiers are up 20 percent over last year due to the unseasonable damp weather this area has experienced.

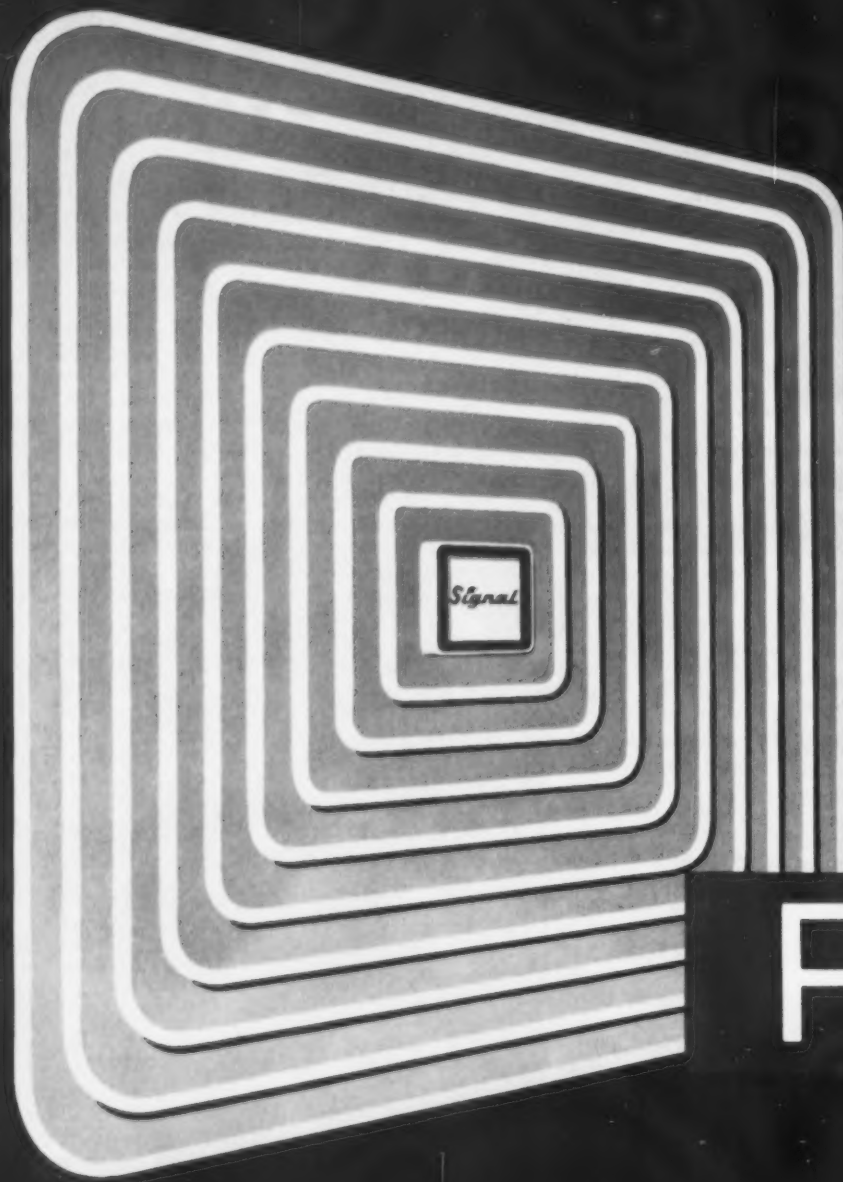
Automatic washers are up 7 percent over last year, wringer type washing machines only 3 percent; 70 percent of all sales in 1956 were automatic washers.

The electric roaster has all but dropped out of sight. When the roaster first arrived it retailed for about \$35. At present they are within \$100 of some electric range models.

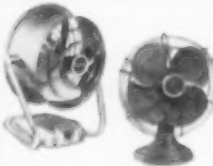
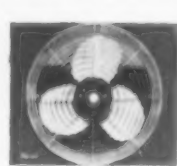
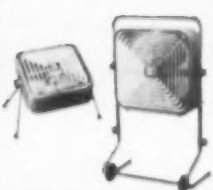
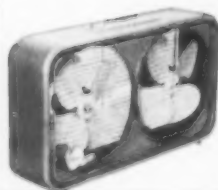
The best seller in small appliances for '56 was the electric blanket and the "hottest seller" in the month of December was the electric skillet. Many dealers have heavy inventories on big mixers.

Sales in 1956 in traffic appliances and houseware through regular retail outlets in this region have dropped. The established dealer attributes this to the discounter.

The battle of price slashing and possible business deaths is the main topic of conversation among regional dealers these days. One dealer put it this way: "Discount houses have hurt small dealers, especially during the month of December when they were left with a heavy inventory of traffic appliances on their hands. Prices of these appliances were cut below cost to meet the price of the discounter, leaving the dealer with little or no dollar value. If we can't fight them we should join them. But if we join them, is there room for all of us?" (Continued on page 24)



# PER



BEAUTY . . . you bet! And PERFORMANCE beyond belief. That's sales performance based on Signal's reputation for more years of better cooling performance. Here's what you get when you get the Signal line!

- The industry's greatest written 5 Year Guarantee
- Automatic Thermostatic control
- Electrically-Reversible and Portable-Reversible, in the same unit
- High C.F.M. cooling, exchanges air in 4 rooms every minute
- The longest, most complete fan line in the business
- Nationally advertised and nationally recognized



Diffused and



Direct Cooling, both from one fan

**Signal**  
KS

**SIGNAL ELECTRIC**

**...doubly different**



# BEAUTY FORMANCE

**get the SIGNAL and get in on these differences**

All you have to do is display these doubly different Signal fans . . . in your windows, in the store, or in ads. From then on you'll be making French talk: "Vive le difference!" Signal's High-Fashion Styling attracts—Signal's No-Draft, Natural Cooling satisfies. And it's guaranteed in writing, for 5 Full Years. Out with "me-too" fan lines—in with doubly different Signal! Signal dealers have shattered their volume and profit records—and so will you. Why don't you get the Signal?

*ONLY ONE FAN looks like — cools like — sells like Signal!*

WORLD'S PIONEER MANUFACTURER OF ELECTRICALLY-REVERSIBLE WINDOW FANS

**DIVISION • KING-SEELEY CORPORATION • Menominee, Michigan**





the **BIG NEWS** of the Room Air Conditioning Year  
comes from CHRYSLER CORPORATION



Model 1775-3

**NEW!** Casement  
**CUSTOM ROYAL**  
... for your casement market!

The newest model of the casement pioneer! Quickly installed without removing glass or altering window. Features such precision engineering triumphs as Twin Air Filters, Super Quiet Cooling, Special Night Operation Control. Exhausts and ventilates. Popular  $\frac{3}{4}$  H.P. capacity! **CUSTOM** available in  $\frac{1}{2}$  H.P. ... Plus economical new  $7\frac{1}{2}$  amp.,  $\frac{3}{4}$  H.P. model!



Model 1800

**NEW!** Wall-Thin,  
Man-Size  
**IMPERIAL**  
... for your thin-model market!

New '57 AIRTEMP Imperial for wall or window! Totally eliminates code conflicting street "overhang." Delivers clean, dehumidified air—and lots of it—with super-silent operation. Available in the three most-demanded capacities— $\frac{1}{2}$ ,  $\frac{3}{4}$  or 1 H.P.!

# sweep forward

  
to new sales success in **'57**


Model 1620-1

**NEW!** Conventional  
**CUSTOM ROYAL**  
... for your extra-profit  
deluxe market!

It offers more—to profit you more! Cools, filters, dehumidifies air. Amazingly quiet! Special 2-speed control for nighttime use. Five models—in capacities from 1 to 2 H.P.! Features reverse cycle heating, ventilation without cooling, and 12 amp., 1 H.P. model.



Model 1600-10

see the  
big new line  
to sell  
all your  
market




**NEW!** Conventional  
**CUSTOM**  
... for your  
budget-minded market!

Traditional Chrysler engineering superiority—in models specially designed for price-conscious prospects! Operating efficiency and economy have been skillfully combined with low cost! Thermostat controlled. Yours now in  $\frac{3}{4}$  and 1 H.P.! Including  $7\frac{1}{2}$  amp.,  $\frac{3}{4}$  H.P. model.

 **THE FORWARD LOOK  
IN AIR CONDITIONING**



Rated cooling capacity and performance certified to be in accordance with provisions of Standard 110-56 of The Air Conditioning and Refrigeration Institute

NOW . . . in room air conditioners, as in fine cars,  
CHRYSLER Corporation sweeps forward . . . with new plans,  
new products—new profit for you  A brilliant new AIRTEMP  
line, so complete it meets every market need  Aggressively  
promoted and advertised to tell and sell for you locally 

All part of new plans and progress now being made for you  
at AIRTEMP . . . Air Conditioning Division

of the CHRYSLER Corporation!

DAYTON 1,



OHIO



YES, BIG NEWS . . .  
TOLD TO YOUR  
PROSPECTS  
IN A BIG WAY . . .

with big full-page advertisements in these big-circulation national magazines . . .  
why not get aboard the sales-wagon now! Mail this coupon today!

AIRTEMP DIVISION, Chrysler Corp.  
Dayton 1, Ohio

Gentlemen: Please promptly forward information on Airtemp '57 Franchise opportunities

NAME

ADDRESS

CITY  ZONE  STATE

# ONLY PHILCO DEALERS HAVE IT

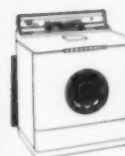
Here's why Philco  
dealers are now in the  
strongest position in  
the home-laundry field.  
Here's why 1957 will be  
your biggest year!

PHILCO-Bendix  
*The*  
**only complete**

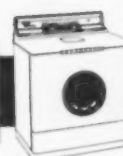
## PHILCO-BENDIX COMBINATION

WASHER-DRYERS

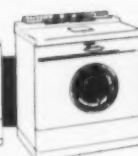
Most flexible  
of all laundry appliances.  
4 models  
to choose from.



Electric  
"DUOMATIC,"  
Model CGR-C



Gas  
"DUOMATIC,"  
Model CGV-C



Electric  
"DUOMATIC,"  
Model CGR

## PHILCO AGITATOR

AUTOMATICS & DRYERS

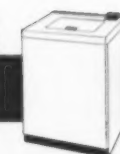
Ball Point Balance.  
Can't overload...no cutoffs.  
11 models  
to choose from.



Ball Point  
Balance  
Automatic  
Washer,  
Custom, W-266  
Suds Bank, W-268



Ball Point  
Balance  
Automatic  
Washer,  
De Luxe Model  
W-264



Ball Point  
Balance  
Automatic  
Washer,  
Economy Model  
W-262

*Plus*

**A NEW RETAIL APPROACH  
TO BUILD YOUR SALES!**

**LOOK AHEAD**



# home-laundry line!

● Here's the only line with every kind of washing action — combination, tumble, agitator, wringer. Now you can sell every prospect — no matter what kind of machine they want, no matter how much they want to pay. Only Philco dealers cover the entire market with a single line!



Gas  
"DUOMATIC,"  
Model CGV

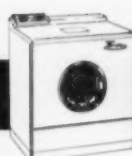
## PHILCO-BENDIX TUMBLE

WASHERS & DRYERS

8 models to choose from,  
plus the famous  
ECONOMAT



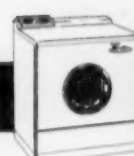
Custom  
Automatic Washer,  
Model WGG-C



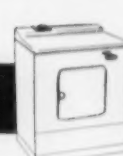
De Luxe  
Automatic Washer,  
Model WGG-D



Automatic Super Fast  
Gas & Electric Dryers,  
Models DGF-C & DGE-C



Automatic Fluff 'n Tumble  
Gas & Electric Dryers,  
Models DGF-SD & DGE-SD



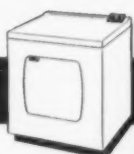
Automatic Fluff 'n Tumble  
Gas & Electric Dryers,  
Models DGF & DGE



"Sun-a-Matic"  
Gas & Electric  
Dryers  
DN-366  
DL-366  
DE-366



"Sun-a-Matic"  
Dryer,  
De Luxe Model  
DE-364

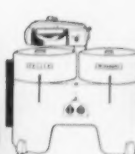


"Sun-a-Matic"  
Gas & Electric  
Dryers  
DN-362  
DL-362  
DE-362

## PHILCO WRINGER

WASHERS

Full line of single tubs  
plus famous "Twin-a-Matic."  
7 models  
to choose from.



"Twin-a-Matic"  
Washer,  
Model W-569,  
also Economy  
W-567



Wringer  
Washer,  
Model  
W-565



Washer,  
Model  
W-564



Washer,  
Model  
W-563



Washer,  
Model  
W-562



Washer,  
Model  
W-561

● January 7 started an exciting new advertising and merchandising program for Philco dealers. It's designed to give you unmatched selling power at the retail level.

Advertising is already building demand fast in the important first quarter. There is new retail-slanted national advertising, new

retail newspaper advertising, new retail low-cost tie-in ads, an entirely new retail plan!

● Contact your distributor right away! Don't miss another minute of the exciting new retail approach that will build your Philco-Bendix sales!

Philco-Bendix Home Laundry Appliances are brought to you by Philco Corporation

**GET IN TOUCH  
WITH YOUR  
DISTRIBUTOR  
TODAY!**

... and you'll choose **PHILCO**

**HOTTEST FEATURE IN THE INDUSTRY!**

# ROPER Double **T** Cooking

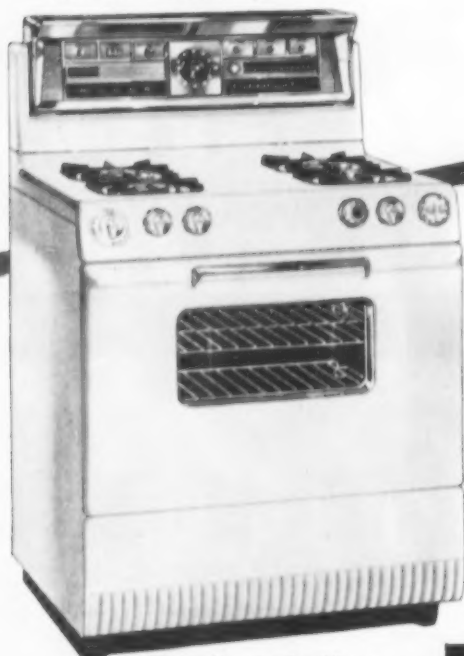


**Women Love It...  
Sales Prove It!**



**ROPER  
Tem-Trol**

**AUTOMATIC TOP BURNER  
HEAT CONTROL**



Women everywhere are thrilled...  
and sold... when they see Roper  
"Tem-Trol" in action. It's truly a  
sensational seller. Tie in! Cash in!  
Make faster sales, fatter profits.  
Sell Roper "Double-T Cooking"  
and Roper "Tem-Trol."



## Pre-Sold to Millions

Powerful consumer advertising, in such  
leading magazines as Life, McCall's,  
Better Homes and Gardens, and others,  
is telling the Roper story to millions.

### The Superb New Roper 30" Gourmet Gas Range

Packed with value features... Roper "Tem-Trol," "Rotomatic" Rotisserie, Automatic  
"Roast Minder," "Insta-Matic" Oven  
Guardian, and more. Smart new styling, too.

**GEO. D. ROPER CORPORATION**  
Rockford, Illinois

Geo. D. Roper Corporation  
Rockford, Illinois

Double-T Cooking sounds like profits to me! Rush  
full details and franchise information.

Firm Name \_\_\_\_\_

Individual \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

EM 257

Double **T** Cooking with **ROPER Tem-Trol**

**THE GREATEST ACHIEVEMENT  
(and sales builder)  
IN GAS RANGE HISTORY**



## TRENDS (continued)

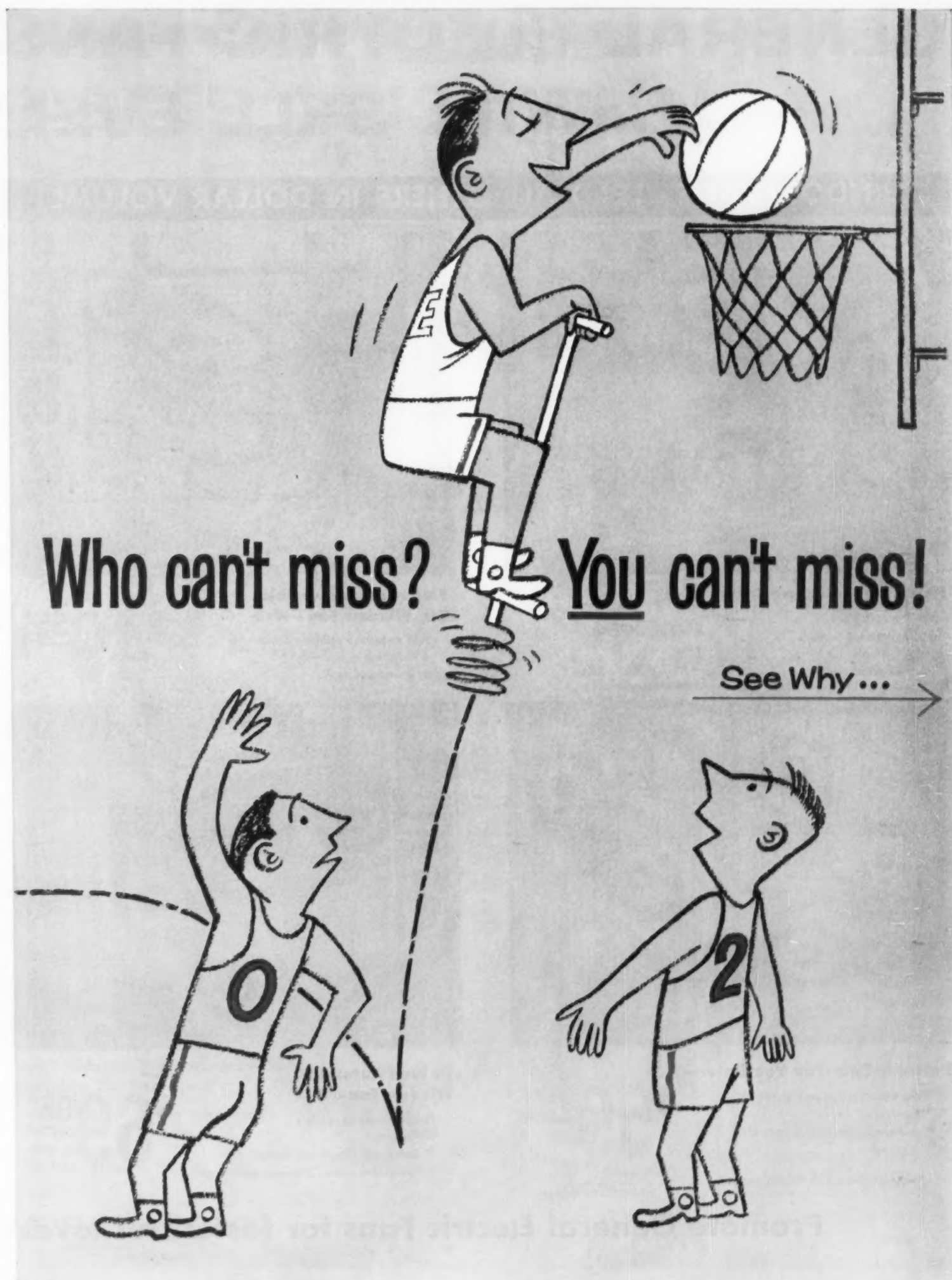
able to get credit at the regular commercial banks. "Government talks a lot about preserving small business and preventing monopoly but this very policy of making it difficult for the small businessman in Canada is stifling him," he remarked, asking bluntly "why the Government does not do something positive to help the small businessman."

Dealers have been encouraged so much in some regions by the success of night shopping during the pre-holiday season that many of them plan to vigorously urge changes in present antiquated early closing bylaws. It is a contentious issue and there is considerable confusion in the ranks of many retailers about what would be best, though the viewpoint that the consumer will eventually have the last word is gaining ground rapidly.

The T. Eaton Co., Ltd., chain department store organization which has steadily opposed night shopping in the past, set aside previous policies and kept open certain evenings in the month of December. John D. Eaton, president of the firm, said frankly that the company, though traditionally against night openings, was founded by a pioneer in shortening the work day and he had tried to follow along same line. However, "with the greatest reluctance," the decision for night shopping was made in recognition of current pattern of living, the highly competitive nature of retailing today, and "with the knowledge that a large part of the shopping community favors a degree of night shopping."

Edgar G. Burton, president of the department store chain of Simpson-Sears Ltd., and subsidiary companies, and who was Retail Trade Administrator of Canada's Wartime Prices and Trade Board during the last war, termed "antiquated" a civic bylaw in Ottawa banning night shopping.

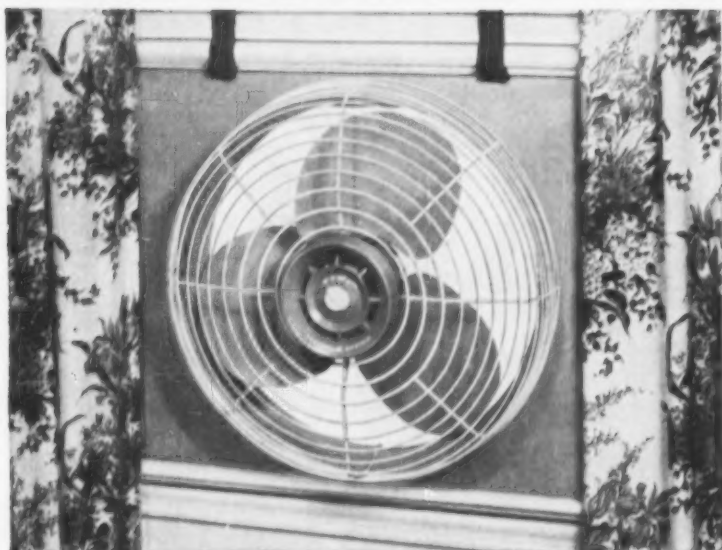
What is exciting many dealers now is that reports from Canadian centers where night shopping has been established lately, especially by popular vote of the masses, such as in Calgary, Windsor, etc., the change is proving extremely popular with consumers. It is felt that a plebiscite in most Canadian centers would find shoppers in favor of night shopping. In addition, others are interested in backing night shopping for their own indirect benefit, such as theatre owners, restaurant operators, public transit systems, etc. These interests are finding night shopping is bringing crowds into areas which were almost deserted previously. There is even a prediction now that stores may eventually open only from 12 noon to 9pm., this being the viewpoint of T. J. Allard, Manager of Canadian Association of Radio-Tv Broadcasters. *End*





# GENERAL ELECTRIC FANS ...WILL SELL EVEN

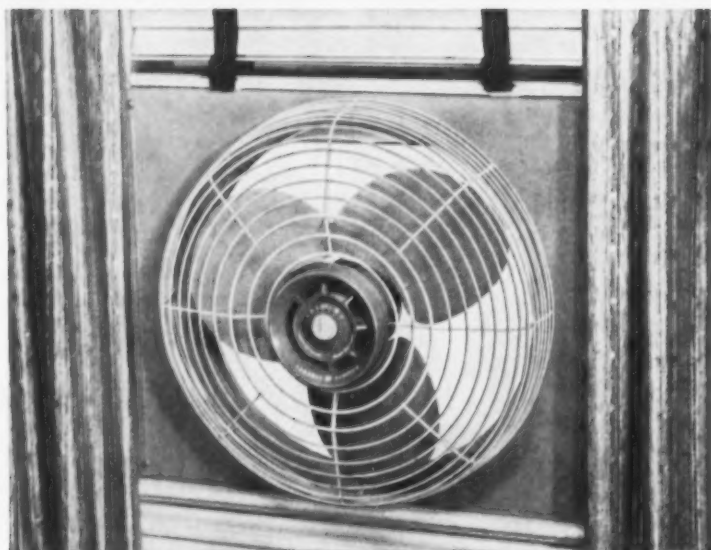
**WINDOW FANS—LEAD ALL OTHERS IN DOLLAR VOLUME!**



**Powerful 20" Exhaust Fan—W-2**

- ★ 3 speeds
- ★ Convenient controls
- ★ Adjustable
- ★ Rain-proof motor

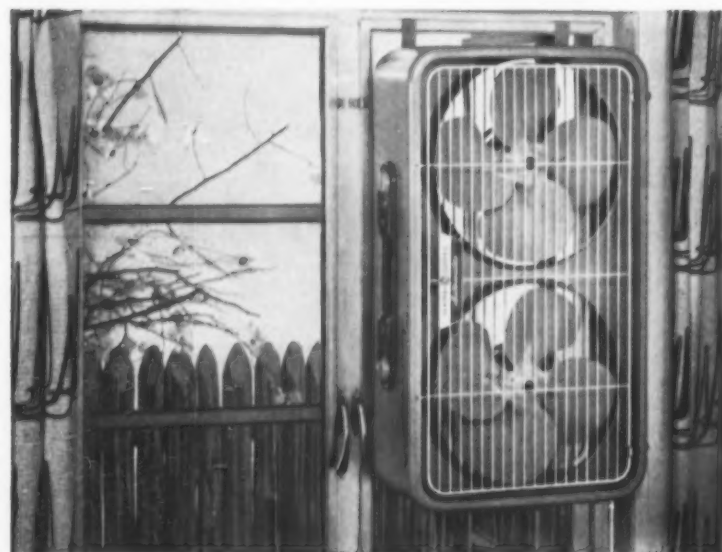
**\$39<sup>95</sup>\***



**Electrically reversible  
20" Window Fan—W-3**

- ★ 6 speeds (3 intake—3 exhaust)
- ★ Adjustable
- ★ Rain-proof motor

**\$49<sup>95</sup>\***

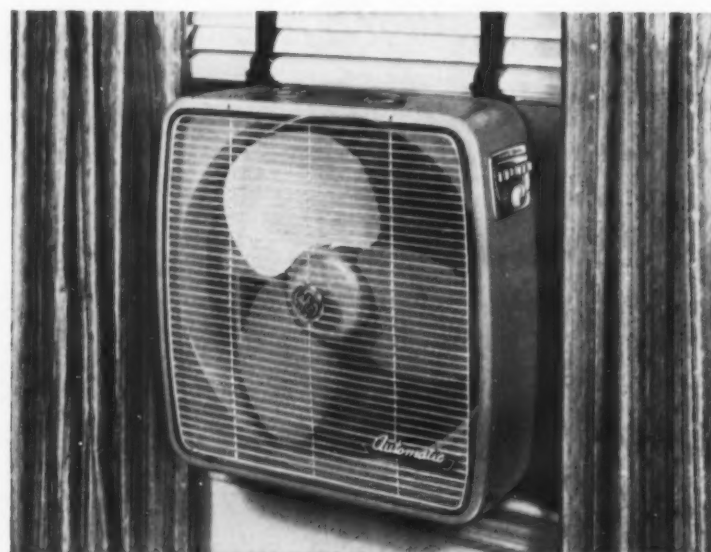


**Portable Twin-Fan Ventilator—T-3**

- ★ Fits casement or sash windows
- ★ Reversible
- ★ Automatic thermostat control
- ★ 3 speeds

**\$59<sup>95</sup>\***

\*Manufacturer's recommended retail or Fair Trade price.



**De luxe Automatic  
Window Fan—W-4**

- ★ Electrically reversible
- ★ Portable
- ★ Automatic thermostat control
- ★ Pushbutton panel. 3 speeds each way

**\$69<sup>95</sup>\***

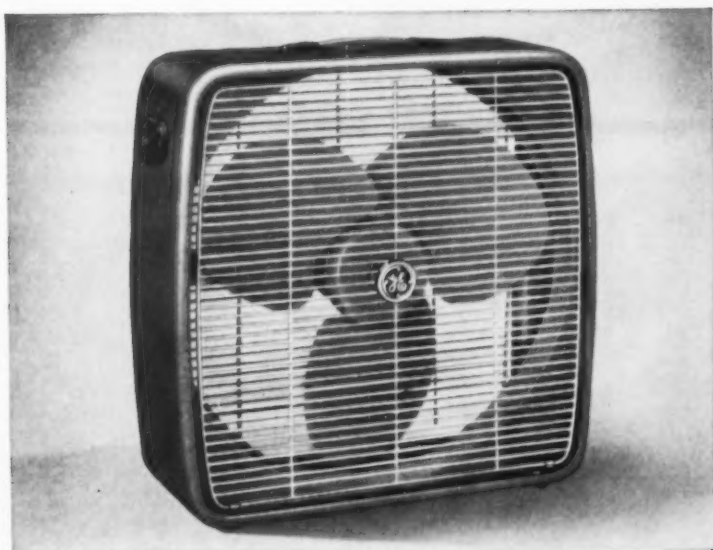
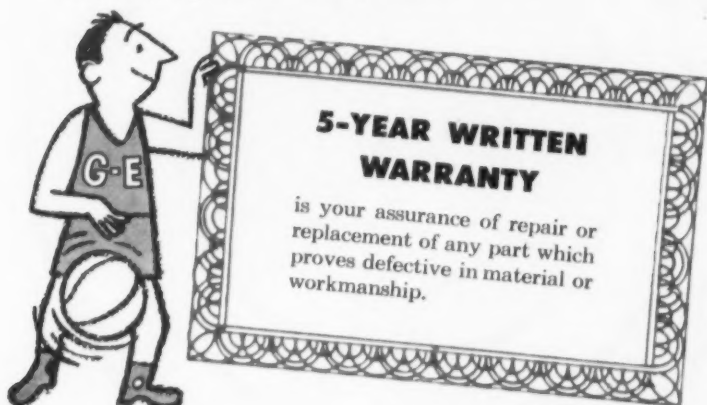
**Promote General Electric Fans for fastest turnover**

# SOLD OUT FIRST IN 1956 FASTER THIS YEAR!



General Electric has the "most wanted" fan line in the industry—most wanted by consumers—most wanted by dealers because they sell out first.

You're just not in business this year unless you display, promote, sell your best bet yet—General Electric's *proved-successful* line!



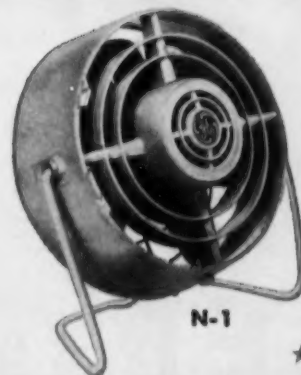
**New! Special! Promotional Model  
Portable 20" Fan—W-6**

- ★ Portable—use on floor or in window
- ★ Ventilates and circulates
- ★ 3 speeds
- ★ Safety designed

**\$39<sup>95</sup>\***

**AT FULL PROFIT!**

## FOR HOME AND OFFICE

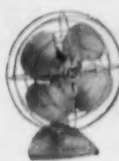


**LOW-PRICED FAN**

**\$9<sup>95</sup>\***

- ★ Modern design
- ★ Tilts to any angle
- ★ Quiet, sturdy

## FAMOUS OSCILLATING FANS



10" **\$17<sup>95</sup>\***  
S-107



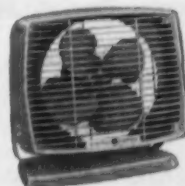
12" **\$29<sup>95</sup>\***  
S-125



16" **\$54<sup>95</sup>\***  
V-163

- ★ For wall or table
- ★ Oscillates or not at the twist of a knob
- ★ Quiet—rubber mounted

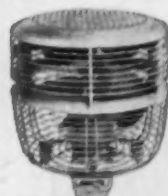
## POWERFUL SPECIALTY FANS



**\$29<sup>95</sup>\***  
A-2

**New All-Purpose Fan**

- ★ Broad, powerful air stream
- ★ Modern, safe design
- ★ Versatile



**\$59<sup>95</sup>\***  
F-3

**Hassock Fan**

- ★ 2 Fans in 1
- ★ Cools entire room
- ★ 3 speeds—Safety design
- ★ Rugged construction



**\$59<sup>95</sup>\***

P-2

**New!  
Roll-Around Fan**

- ★ New sturdier design
- ★ Powerful 20" fan
- ★ Adjustable from 45" to 62"
- ★ Tilts full 360°
- ★ Three speeds

General Electric is First Too with Proved Successful Advertising and Displays. ➡

# Only GENERAL ELECTRIC FANS give you this powerful advertising

AGAIN IN 1957...

"TARGET

TORRID"



The most successful fan advertising ever run! "Target Torrid" is General Electric Fan's weather-forecasted way of releasing fan ads in your town when the weather's hot and humid—when your customers are really in the market for a fan!



## HARD-HITTING ADS IN LOCAL NEWSPAPERS

sell "Low Cost Home Cooling With Powerful General Electric Fans"—bring people into your store to look at General Electric Fans . . . to decide which one they want—and then buy.



## BIG, NEW LOCAL RADIO CAMPAIGN

Now, it's "Target Torrid" on radio, too! High-frequency, hot-day commercials week after week get the General Electric Fan message into thousands of homes!



PLUS...

## A GENERAL ELECTRIC FAN EXCLUSIVE!

Only General Electric Fans are in one of the greatest impact medias of all! Memorable, full-color, 24-sheet posters will be flagging your customers every day during the hot months!



# AGAIN IN 1957... displays that helped you sell out fast in 1956!



These displays come packed with the fans you order: Large, colorful display banner, six feet long for window or store; Price Display Cards for window fans; Display Cards featuring General Electric Five-Year Written Warranty; Colorful display cartons.

## 2 ACTION DISPLAYS

In your window—or on the floor—displays that make customers Stop—Look—and Listen to fan sales talks.



**Keep Cool Display.** Here's a real traffic stopper to use in your window or inside your store. Arresting... instructive... it will spark your sales to new highs!

**Happy Home Display.** Colorful and compelling, this display carries a simple message with dramatic impact—the dancing figures catch the eye to drive the message home!



**Permanent floor displays. A complete fan department.** Show every fan in General Electric's fast-moving '57 line—and in only a few square feet of floor space. These sturdy displays can be used in any combination, any position on your floor—or even in your window. Automatic Blanket and Fan Department, General Electric Company, Bridgeport 2, Conn.



**ORDER EARLY**  
GET READY FOR THE  
BEST GENERAL ELECTRIC  
FAN YEAR YET!

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC

# SAFETY is a Sure-Fire "SALES CLINCHER"



## U/L FLAG-LABELLED CORDS

*Help Sell Your Product —  
Safeguard Your Customers*

Adopted primarily for the protection of flexible cord users, the Underwriters' Laboratories Flag Label has proved a boon both to buyers and sellers of lamps and appliances.

This small blue or green paper label\* influences sales because it provides the "laboratory-tested" appeal to which modern buyers—particularly women—respond. Attached to power supply cords and extension cord sets on your products, it offers visible evidence of expert inspection and test . . . signifying compliance of the entire cord assembly with the accepted safety standards of Underwriters' Laboratories, Inc.

Millions of householders are told each month, via radio, television and the press, about this phase of the current national safety crusade. And all down the line manufacturers, distributors and retailers are discovering that Safe Electrical Cords add an effective selling point for their merchandise.

So be sure your products carry this protective identification on their flexible cords. And make sure your sales representatives are using this "sales clincher."

Further details about the nationwide Safe Electrical Cord Program will be sent you on request.



*Safety Flies This Flag!*

**THE SAFE ELECTRICAL CORD COMMITTEE**  
155 East 44th Street, New York 17, N. Y.



# Mort Farr Says . . .

## How Can the Dealer Best Build His Volume



Mort Farr, Upper Darby, Pa., appliance-TV dealer

**M**UCH talk nowadays seems to be on volume and expansion. We hear it on all sides. We're told we can't stand still—we must grow. With ever increasing population and higher incomes (not to mention expanding credit) we can be doing more business than we used to and still not be going ahead. In fact, if we only maintain our past volume we are surely losing out as new products expand the total volume of the television and appliance business. In our field we now have over 60 products to sell, where only a few years ago there were only about one-third that number.

Every segment of our industry has but one creed—"Beat Yesterday". This is all very noble and a most commendable objective, but this expansion is not always profitable.

Manufacturers are getting into new products and merging with other companies to increase that total yearly dollar volume. Their profit statements recently do not reflect the same growth.

Distributors either forced by manufacturers or by their own ambitions take quotas that can only be moved by deals, dumping or trans-shipping. Their profits (if any) are pitiful, and bankers think they take some awful risks for the possible rewards.

Dealers are in the position of needing to increase their volume and more especially to get our profits up. We are told that we must figure our profits in dollars, rather than percentages and this is all very well, but as we attempt this larger volume, we are caught between the rising costs of doing business on one hand and the diminishing margin on the other.

**WHAT DEALERS CAN DO.** Dealers have tried to increase their volume in different ways. Some have opened branch stores, some have taken on furniture, a few have gone into kitchen planning and residential air conditioning. Some have added toys and off-brand electric housewares as traffic builders as well as volume builders. There have been many who joined buying cooperatives and voluntary chains. We now have a few, mostly of the discount types, who have gotten into soft goods and other unrelated lines to bolster their profit margins.

In my travels I have tried to observe and find out from dealers which of these ways to increase volume is the most profitable if we are going to stay in the appliance business. No dealer has enough space or enough money to handle everything. Many times the first dealers to get into these unrelated items do well for a while, but when their competitors follow they find the going just tough in the new lines added.

**BRANCH STORE PROBLEMS.** What are some of the things other dealers have done and which could be profitably copied or avoided? First, let's take the branch store problem—many dealers have been tempted by real estate developers to open branches in new shopping centers. They

can present some good arguments why a dealer who has an established reputation should open in one of their new stores. I have been tempted many times to accept these offers, particularly when a few months free rent or offers by distributors who are lacking distribution in an area, of financial backing are thrown in. It sounds so easy—just add another location in your regular advertising and the little extra rent won't be noticed. After observing dealers all over the country, I am glad that I have just one location to worry about.

To begin with, when you open in a shopping center, you lose a lot of your identity. All stores look alike and you take on the personality of the center and lose your own. Stores are usually only as successful as the development and in many cases adjacent to metropolitan centers, appliance stores are not as successful as other types due to competition from discount houses, which dealers in these centers find hard to compete with and pay the rents asked. These shopping centers either ask a terrific flat rent, or as in most cases, a guaranteed minimum and a fixed percentage of sales. In either case, some of the excess rent goes for advertising the Center, but an appliance dealer can better spend this money on his own type of advertising and in fact do it cheaper by making use of manufacturers' cooperative funds. I have talked to dealers with leases that take as much as 6 and 8% of their gross sales. This is an impossible situation when you consider the national average (NARDA figures) is but 2.5%. In fact today, the successful volume operator has pared his rental cost by doing volume on a fixed rental basis so that in many cases his occupancy expense is under 1%.

There are other disadvantages to multiple-store operation. First, of course, is getting managers who are willing to work the hours we owners do to make a success out of appliance-retailing. If it were possible to hire these kind of people, then I think our factories would be tempted to open retail stores.

Then, there is the problem of communications—to keep these stores informed of your advertising and promotion and your inventory position. To have them pushing what you have in stock instead of promoting an appliance you have to go out and buy. This brings up the subject of floor samples and inventory. In multiple-store operation you will find many samples of poor sellers. You will find mark-downs at times of model change-overs expensive. You may lose a sale on an appliance in one store that the manager of another doesn't know how to get rid of. The cost of maintaining the showrooms is expensive as they must be cleaned, kept heated and lighted and the displays must be fresh and inviting. There are also high telephone and travel bills to carry on interstore business.

### PROS AND CONS OF BUYING GROUPS.

Much has been said and written about buying-cooperatives and the recent outgrowth, the voluntary chain. We have heard a lot about the advantages of carload buying for groups and the economies of group advertising. There are quite a few fairly successful groups still operating, but by and large they have not been too successful and there are disadvantages.

To begin with, if a group is going to buy cooperatively they must all put up enough cash to capitalize their central buying. This is a drain that many dealers can't stand, as they are used to operating on at least 30 day terms and in many cases, using suppliers money for two or three times that long. Generally speaking, carload purchasing is not over 4 or 5% cheaper than small lots, and to this must be added warehousing and handling. If the group is large, and the volume big, a full-time professional director must be paid out of the small percentage of differential in cost. There is always the danger that the secretary or someone in authority will sell out other members of the group for his own benefit or for a price. In most cases this type of buying is most beneficial to the smallest member and is of little advantage to the larger operator. Like union labor, the most ambitious is tied down to the performance of the mediocre. Many times these buying groups destroy the value and validity of a franchise. Where a group advertises cooperatively a dealer really loses his store personality. It is just a question of—here's where you can buy these products conveniently . . . not why they should buy them from a certain store. Often the prestige of the best store is lost by being associated in advertisements with others with less character and reputation. The opportunity for an individual store to cash in by promoting the right products at the right price, at the right time, is lessened if we are always to wait for the group to make a deal. It is much better to cut down on the lines you handle and do a volume on what you do sell.

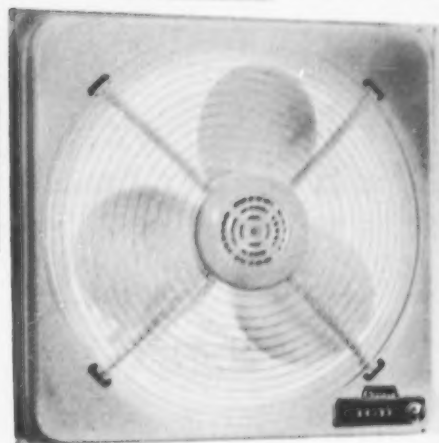
**THE BEST WAY.** What is the best way to get this increased volume and get it from the television and appliance business? First, make sure that you promote so that you attract customers to your store. Next, see that every customer is given proper attention and is sold up to what they need and can afford.

Follow up every sale and find out what the customer is going to buy next. Make use of your bank or finance company's "add-on" plan. Every customer should be contacted right after the sale, again in 30 days, to find out how they like the appliance and about one year after the sale to find out if they are ready for another appliance. Your own customers are your best prospects if you serve them properly. End



# Again in '57...

**CHELSEA IS EASIER TO SELL  
THAN TO SELL AGAINST!**



## *Deluxe Chelsea Fans*

**PACKED WITH FEATURES CONSUMERS DEMAND  
PRICED FOR MORE PROFITS TO YOU**

Again in '57 the Chelsea line will have the models, the prices, the features and the styling that makes customers out of prospects! . . . The line will include window fans, "box" type portable fans, floor fans and roll-a-bouts. . . . Each is highly styled for maximum appeal with every feature customers demand, sizes to suit all home needs and for every purse. . . . Chelsea's unconditional guarantee covers every unit. . . . Get all the facts and see how the Chelsea line can increase store traffic and swell your profits for '57!

*Plus...* National and local advertising and Chelsea's famous "10 Point" promotional program that delivers everything you'll need to sell!

**C H E L S E A**  
**FAN & BLOWER CO., INC.**  
PLAINFIELD, NEW JERSEY  
More than 30 years service to the ventilating industry

## ECONOMIC CURRENTS

### *Wet Blanket on the Current Boom*

*By the McGraw-Hill Dept. of Economics*

**ALTHOUGH** almost all economists agree that 1957, by practically any measure, will be a very good year for business, there are some cross currents which will bear watching. These disturbing factors do not add up to a general decline in business activity, but they do point up the fact that not everyone will share in this year's record performance.

These factors became apparent in 1956 and may continue during 1957. They include rising prices, declining corporate profit margins, rising inventories, lagging productivity (a measure of the efficiency of use of manpower and machinery) and a decline in housing starts.

The cost of living—or the consumer price index—has been rising since early in 1956 (Economic Currents, November, 1956). By November it had climbed to 117.8 (1947-49 = 100). This was an increase of 2.5 percent in one year—after a 4-year period of general price stability. Consumer prices for medical services, transportation and rent have increased moderately but steadily throughout the year.

Industrial prices started upward in early 1955 because of increases in wages and costs of raw materials and a pick-up in demand. By the end of last year wholesale prices were up more than four percent from the end of 1955. This occurred in spite of the efforts by the Federal Reserve Board to tighten up on money and credit.

With the development of the Middle East crisis, a few important commodity prices—rubber, tin, copper—took a quick spurt. And finally, a hike in freight rates pulled prices up a few more notches.

**PRICES AND WAGES PUSHING UP.** Forecasts for 1957 predict more of the same—a gradual creeping inflation, but not one that runs the danger of getting out of hand. There will be pressure on prices, particularly in the first half of the year, because of temporary scarcities of some goods. In some industries wage boosts—both the automatic annual increase and those linked to the cost of living—will be offset by higher prices.

These inflationary pressures will be moderated to some degree by continued efforts of the Federal Reserve Board to keep money tight, by consumer resistance to price increases and by additional industrial capacity which will help relieve the shortage of goods.

How fast and to what degree these forces will check the inflationary trends in another boom year is the important question. While the expected price increases are small, they could mar many of the records which will undoubtedly be set this year.

**PROFITS MAY SHRINK.** As in 1956, sales and profits will come hard. Competition, keen as it has been in recent years, will be even sharper in 1957, as mounting prices and higher wages bring new management headaches. Thus, faced with a cost-price squeeze, it will be difficult for many businessmen such as appliance dealers to maintain profit margins.

In the third quarter of 1956, profits ran behind the same period of the preceding year totals for the first time in two years. Of course, the third quarter was abnormal because of the steel strike. And the fourth quarter profits picture will probably more than offset this drop, so that the year-end total will be slightly better than 1955. Perhaps more significant is the fact that for many companies whose sales were up, net earnings were down—mostly because of rising costs.

It is still too early to say whether corporate profits will continue to slip. Certainly they reflect the cost-price squeeze facing business this year. But management may find itself in a slightly easier position this year than in 1956. Not all announced price hikes have yet been put into effect. And

(Continued on page 41)

# LOW HAULING COSTS COME RIGHT FROM THE "HEART" OF A '57 CHEVY



*Many of the things that make a Chevrolet truck more economical to run are seldom seen by the owner. They're hidden features, deep in the truck's design.*

*Here are just a few of them, to prove a Chevy's engineered better and built better for bigger savings!*

**1. Forged steel crankshaft**—It's extra sturdy, precision machined and balanced, the foundation for dependable, long-lasting power!

**2. Aldipped exhaust valves\***—Special aluminum treatment on valve surface protects valves against pitting; engine wears less, costs you less to run!

**3. Hydraulic valve lifters**—for longer valve life in V8's, fewer engine repair jobs.

**4. Chevy V8 piston**—Thanks to *short-stroke* V8 engine design, this piston travels a shorter distance, wears less. Short-stroke efficiency aids fuel economy, too!

**5. Oil-bath air cleaner**—standard on all Chevrolet truck engines for added protection against dust and foreign matter that shorten engine life.

**6. High-capacity oil filters\*\***—They remove dirt particles from Chevy engine oil to cut engine wear and maintenance.

**7. Easy-adjust distributor points**—You can adjust this new Chevy V8 distributor *with the engine running*; it's added insurance against costly down time.

**8. Multiple fuel filters**—For clean fuel, all Chevy engines have fuel filters in the carburetor and fuel tank; in addition, V8's provide an *extra* filter at the carburetor.

**9. Ball-Gear steering mechanism**—Inside this steering gear scores of polished steel balls virtually eliminate friction. Less friction means less wear, less maintenance!

**10. Rugged manual transmission**—Synchro-Mesh gear design eliminates the need for double-clutching, reduces costly wear. Gears are shot-peened for extra strength.

**11. 12-volt battery**—provides sure starting, good ignition, long battery life in all Chevrolet trucks.

And there are many more! See your Chevrolet dealer for all the dollar-saving facts. . . Chevrolet Division of General Motors, Detroit 2, Michigan.

\*On Thriftmaster 6, Trademaster V8.

\*\*Standard on V8's and Jobmaster, optional on Thriftmaster 6.

## 1957 CHEVROLET TASK-FORCE TRUCKS

PROVED ON THE ALCAN HIGHWAY . . . CHAMPS OF EVERY WEIGHT CLASS!





in the great new RCA WHIRLPOOL parade



# Whirlpool

## WASHER-DRYER COMBINATION

***gives you more  
selling power!***

**OPEN UP THIS FOLDER...  
read all about these  
spectacular new  
WASHER-DRYER COMBINATION!**

RCA WHIRLPOOL HOME APPLIANCES

Products of **WHIRLPOOL-SEEGER CORPORATION**

St. Joseph, Michigan

***Join Up! it's easier to sell RCA WHIRLPOOL***





of appliances for 1957

HERE'S A NEW WAY TO  
WASH CLEANER, DRY SAFER

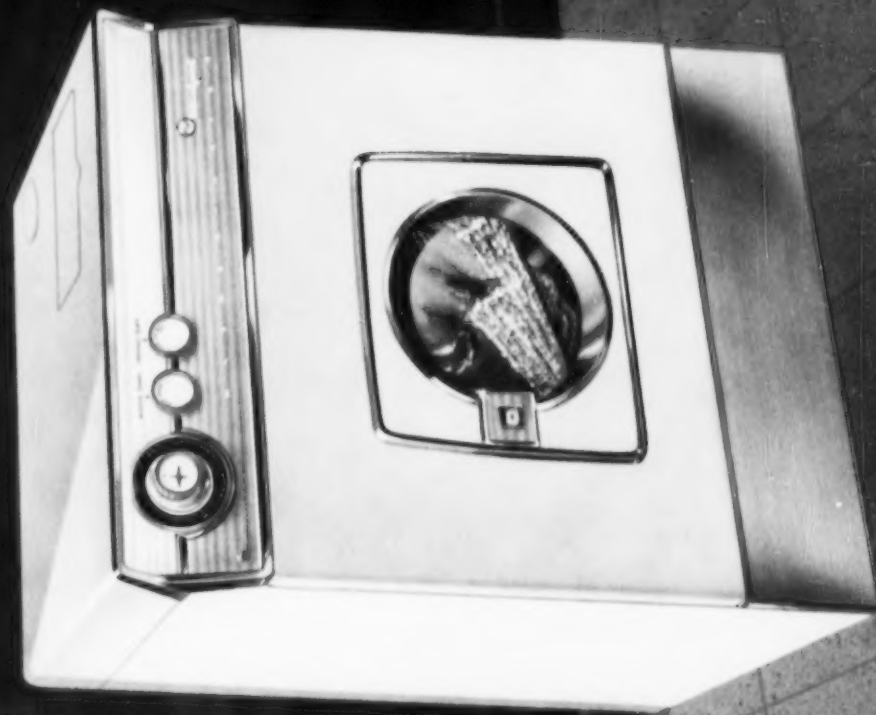


**Whirlpool**

**WASHER-DRYER  
COMBINATION**

with startling new Filter-Stream Washing  
and all-fabric Tempered-Heat Drying

all in one automatic,  
continuous operation!



than sell against it!

# new, wonderful RCA WHIRLPOOL

...IT WASHES AND DRIES IN ONE, SPACE-SAVING UNIT



nothing can be  
more convenient

or simple to use

**Illuminated control panel** has exclusive design of white and gold-textured metal with chrome trim. The three simple-to-use control dials are attractively grouped for your convenience. Large, combination dial is for selecting washing and drying time desired.



**3 water temperature** selections automatically assure the proper wash water for every type of fabric. "WARM" is for delicate fabrics... "MED." is for colors and prints... "HOT" is for whites and cottons. Simply turn the dial to setting you want.

**5 drying temperatures**... Safe for all fabrics. "HIGH" is for woolens and rugs... "MED." for cottons and whites... "LO" for nylons and silks... "DEL FAB" is for delicates and synthetics... "AIR" is for sheerest of sheers and for fluffing woolens, pillows or airing out clothing.

From the moment the RCA WHIRLPOOL washer-dryer combination becomes a part of your household... washdays and their tiring chores are a thing of the past! Your life will be easier, more enjoyable. You'll have extra hours for resting, shopping or for other pleasant things you've always wanted to do but never had time.

With an RCA WHIRLPOOL washer-dryer, three simple dials carry out your wish to wash and dry anything from synthetics to blue jeans. Toss in your clothes, then merely set the dials. That's all you do... and, you're free for other things. Magic-like all your washing and drying are done automatically in *one continuous operation!*

And, here's another advantage. The RCA WHIRLPOOL combination is a full-size washer and a full-size dryer, *both in one automatic* occupying a space only 33 inches wide. This is just about half the space of a separate washer and separate dryer.

Wonderful? Of course it is! Don't wait any longer. Make the wonderful RCA WHIRLPOOL washer-dryer combination your very own.

# WHIRLPOOL COMBINATION washes and dries your clothes

## UNIT

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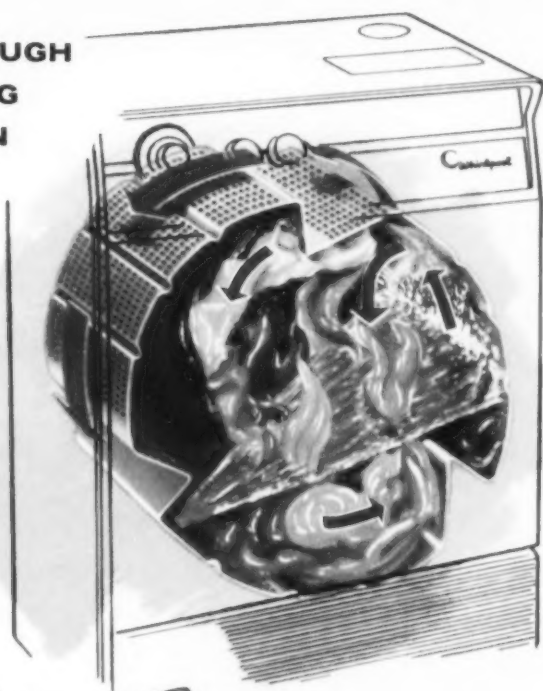
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## NEW THOROUGH RINSING ACTION



## Filter-Stream RINSING

Clothes are never truly clean if they are not thoroughly rinsed. In an RCA WHIRLPOOL combination, three separate Filter-Stream rinses, with exactly the same action used in washing, flush soil and suds out of clothes.

After washing is completed and sudsy wash water drained out . . . fresh, clean water at luke-warm temperature automatically enters the water well. Then, circulating clothes . . . as in the washing action . . . pass *through* the filtered stream of clear rinsing water, again and again. At the end of the first rinse, water is automatically pumped out and then a spin cycle follows to extract excess water. The second and then the third rinse follow with exactly the same thorough action.

These three separate Filter-Stream rinses, with their powerful flexing action, flush all loosened soil and suds away to leave clothes sparkling bright. After the third rinse, a 5-minute spin cycle pre-  
pares clothes for drying.

## AND, THEN COMES SAFEST DRYING E

## Tempered Heat DRYING

As if by magic, after damp-dry spin, drying cycle begins automatically with no attention from you. And, in an RCA WHIRLPOOL combination, clothes dry safely . . . they are never exposed to radiation of high temperatures. Fresh air is heated, then tempered before it enters the cylinder. And, the tempered heated air is distributed through tumbling clothes in a controlled air circulation pattern for highest drying efficiency.

And, it's more economical drying. Other brands use as much as 42 gallons of water in the *drying cycle* . . . the RCA WHIRLPOOL combination dryer *does not use any water!*

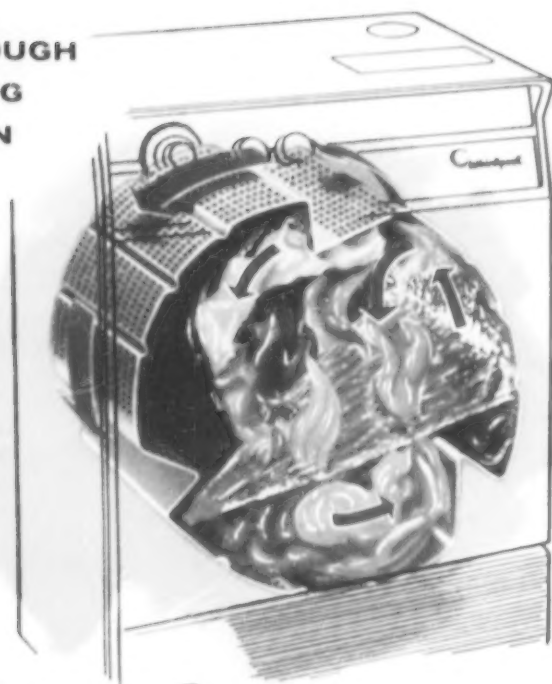
Then, too, you'll like how clothes dry cleaner, fluffier and softer. There's no matting, stiffness or clothespin "dog ears". And, clothes last longer when dried automatically. No more sun-fading, no wind-lashing, no more freezing . . . all of which damage fibers and reduce normal life of your clothes.





**COMBINATION washes and dries your clothes clean**

**ROUGH  
ING  
ON**



## *Filter-Stream* RINSING

Clothes are never truly clean if they are not thoroughly rinsed. In the RCA WHIRLPOOL combination, three separate Filter-Stream rinses, which exactly the same action used in washing, flush soil and suds from clothes.

After washing is completed and sudsy wash water drained out . . . fresh, clean water at luke-warm temperature automatically enters the drum. Then, circulating clothes . . . as in the washing action . . . pass through the filtered stream of clear rinsing water, again and again. At the end of the first rinse, water is automatically pumped out and then a spin cycle follows to extract excess water. The second and then the third rinse follow with exactly the same thorough action. These three separate Filter-Stream rinses, with their powerful circulating action, flush all loosened soil and suds away to leave clothes sparkling bright. After the third rinse, a 5-minute spin cycle prepares clothes for drying.

**AND, THEN COMES SAFEST DRYING EVER...**

**HERE ARE**

## *Tempered Heat* DRYING

As if by magic, after damp-dry spin, drying cycle begins automatically with no attention from you. And, in an RCA WHIRLPOOL combination, clothes dry safely . . . they are never exposed to direct radiation of high temperatures. Fresh air is heated, then tempered before it enters the cylinder. And, the tempered heated air is directed through tumbling clothes in a controlled air circulation pattern for highest drying efficiency.

And, it's more economical drying. Other brands use as much as 42 gallons of water in the *drying cycle* . . . the RCA WHIRLPOOL washer-dryer *does not use any water!*

Then, too, you'll like how clothes dry cleaner, fluffier and softer. There's no matting, stiffness or clothespin "dog ears". And, clothes last longer when dried automatically. No more sun-fading, no more wind-lashing, no more freezing . . . all of which damage fibers and reduce normal life of your clothes.



**big,  
cloth**

With its . . . large . . . dryer combination of clothes will do a fewer loads be finished less work.

And, the RCA WHIRLPOOL the shortest conv



# cleaner and safer... all automatically!

## HERE ARE MORE OUTSTANDING PERFORMANCE AND ECONOMY FEATURES FOR YOU!



### big, family-size clothes capacity

With its large, 29-inch diameter cylinder . . . larger than any other make of washer-dryer combination . . . the RCA WHIRLPOOL combination will wash and dry bigger loads of clothes. Rated at 10-lbs. capacity, it will do a giant-size job quicker. This means fewer loads to wash and dry and you'll be finished with laundering in less time, less work and more convenience.

And, even with its larger capacity, the RCA WHIRLPOOL washer-dryer gives you the shortest "reach-in" distance for greatest convenience in unloading your clothes.

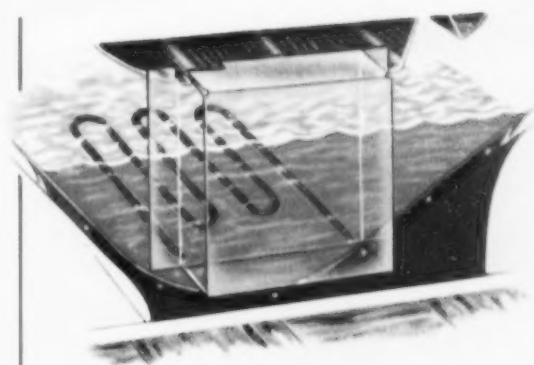
### saves up to 50 gallons of water every load

No other washer-dryer is as thoughtful of your water bills. In revolutionary new RCA WHIRLPOOL combination total water used in the full wash and dry cycle is only 12 gallons of water plus the water absorbed by the clothes.

Filter-Stream Washing and Rinsing combined with the *exhausting* of moisture-laden drying air save you as high as 50 gallons of water a load. Even if you average the total water consumption of four other leading brands of washer-dryers, the RCA WHIRLPOOL combination still uses up to 60% less water for a full wash and dry load.

### total water usage in mixed family load for wash and dry cycles

Brand	Wash-Rinse			Drying Cycle	Total Gals.
	Hot	Cold	Total		
RCA WHIRLPOOL (8 lb. load)	12.8	12.2	25.0	None	25.0
RCA WHIRLPOOL (10 lb. load)	13.9	13.2	27.1	None	27.1
BRAND "A" (8 lb. load)	15	23	38	37.5	75.5
BRAND "B" (8 lb. load)	21.0	11.0	32	42	74
BRAND "C" (8 lb. load)	15.1	12.8	27.9	30	57.9
BRAND "D" (8 lb. load)	22.6	8.7	31.3	36.8	68.1



### built-in water heater

The built-in water heater is your assurance that hot water . . . required for washing dirty clothes . . . will always be provided. When the temperature dial is set at HOT, the water heater automatically turns on. It automatically heats the water to the proper hot temperature before it allows the washing time cycle to begin. Thus, you are always assured of hot water, when you need it, regardless of tank size or temperature. When the dial is set at MED., and the tank temperature of the water is not sufficient, the heater automatically raises the temperature to 120°.

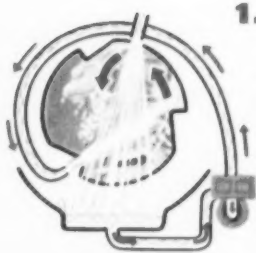
### ADDITIONAL FEATURES

- Automatic filling regardless of water pressure.
- Fully flexible operation . . . stop, repeat, shorten, lengthen or skip any cycle.
- Lint filter for lint-free washing.
- Bleach dispenser for extra convenience.
- Automatic shut off when door is open.
- Built-in lint screen, right on top.
- Porcelain enamel top for lasting beauty.

gives you a new . . . different



### LOOK HOW IT WORKS!



1.

When washing time is set . . . filling starts, cylinder begins rotating, and power pump forces stream of water into cylinder to soak clothes. When proper amount of water is in machine, filling stops automatically.



2.

Power pump circulates water well then through which discharging moving clothes.



fferent . . . better  
washing action

## Filter-Stream WASHING

It's a different kind of washing action. It's one that combines the forces of two moving elements . . . water and water-soaked clothes. It's one that automatically gives each fabric its own thorough yet gentle washing. It's one that washes cleaner than ordinary tumble-type actions.

Filter-Stream Washing is a scientifically-controlled action wherein the porcelain-finished cylinder rotates clothes from the bottom up *through* a filtered stream of sudsy water and lifts them high . . . higher than in any other washer because the cylinder is larger. Then, from the top of the cylinder, the clothes drop and pass again *through* this powerful stream. As the clothes constantly circulate through the cleansing stream, the combined forces of moving clothes and water, *flex* the soaked clothes and the sudsy water *penetrates* through every fiber to loosen, remove and flush soil away and out of the cylinder.

Never before has there been a washing action so thorough and so gentle in washing all types of clothes truly clean and sparkling bright!

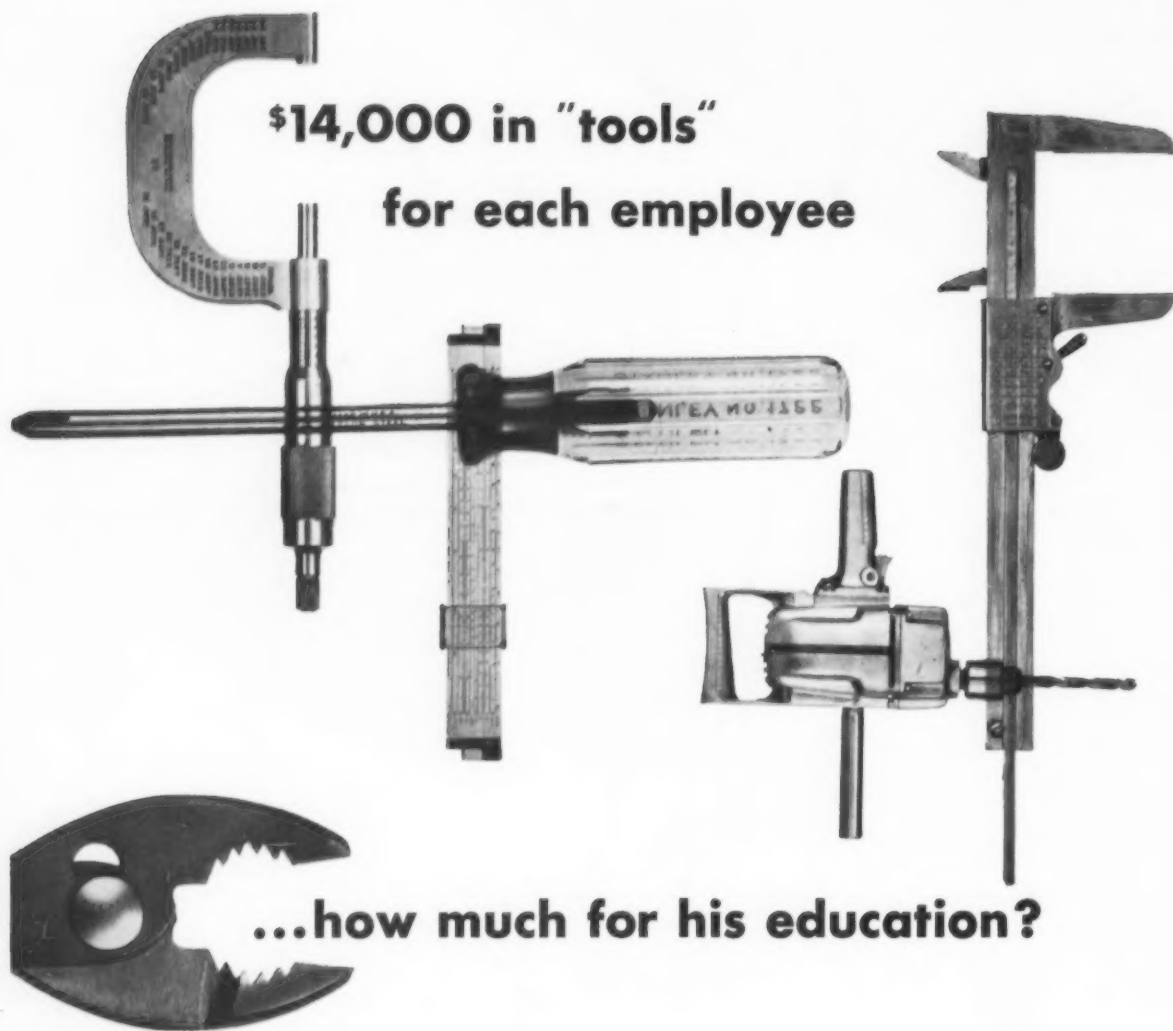
2.

Power pump continuously circulates sudsy water from the water well, through a filter and then through a special nozzle which directs the filtered cleansing stream through the moving clothes to flush out dirt.



3.

After cleansing stream of filtered sudsy water passes through clothes, it drops . . . together with loosened soil . . . through perforated cylinder back into "water well". Cycle is then repeated hundreds of times.



**\$14,000 in "tools"  
for each employee**

**...how much for his education?**

Today, business invests an average of \$14,000 in each employee's job. The question for businessmen is: Are we training enough people who can hold down these jobs? Schools are the answer. And it's simple self interest to help community groups get the teachers and equipment schools need. Shortage right now: 200,000 classrooms, 165,000 teachers!



Want to find out how to help in *your* community?  
Get specific information by writing:  
Better Schools, 9 East 40th Street, New York, N. Y.

## ECONOMIC CURRENTS

(continued)

although wage increases will continue, there are few major contracts to be negotiated during 1957.

The slight decline has not had any noticeable effect on business plans to invest in new plants and equipment or on the general business outlook. While increased competition and rising costs may decrease corporate profits and shave profit margins in 1957, this is not yet a cause for concern. It is what would normally be expected when a long-term boom tapers off into a pattern of slower growth.

**INVENTORIES ARE GROWING.** Inventories—the stock of goods held by manufacturers and trade—have reached an all-time high. They amounted to more than \$87-billion at the end of October. The inventory situation generally causes great concern because it accentuates the ups and downs in the business cycle. A large percentage of the increase, however, was due to increased prices. So although the level is high, most economists do not view it with alarm.

The number of new homes built is another figure which economists will watch carefully in the coming year. Housing starts, which lead to a sizeable number of appliance sales, have been in a decline. Housing started amounted to 1.1-million units in 1956 compared with 1.3 in 1955. And prospects are dim for any improvement at this time. A further decline, indeed, is likely in 1957, which may bring the total down to near the one million mark. The problems of homebuilding stem largely from the tightness of money, which makes it difficult for builders or buyers to get credit.

**WATCH PRODUCTIVITY.** Productivity—the measure of how efficiently labor and machinery are used—showed no appreciable increase between the first half of 1955 and all of 1956. But it seems likely that the postwar rate will be resumed in 1957. Past experience has shown that when there is an upswing in production, then productivity usually increases. And gains will occur when the new plant and equipment installed in 1956 go into efficient operation.

The reason for concern about productivity is that if it does not increase, then wage increases will add fuel to inflationary trends because they will mean rising costs without rising production.

Weighing any of these factors separately, or adding them together, still does not take much steam out of business prospects during the coming year. This year will still be one of record levels of activity. These cross currents should amount to little more than specks on a bright horizon. *End*

**FOR BIGGER  
APPLIANCE PROFITS...  
TIE IN WITH DOMINION'S  
"Perfect Companion"  
PROMOTION!**

**"Here's your big opportunity to sell your customers two appliances instead of one during Dominion's exciting 'Perfect Companion' promotion. It features Dominion's all-new coffee maker plus the popular immersible fry-skillet ... and it gives you a real opportunity to step up your appliance profits. "Your Dominion distributor has all the details. Call him right now!"**

**ROBERT SHAFFER**  
Director of Sales

**DOMINION**  
DOMINION ELECTRIC CORPORATION • Mansfield, Ohio  
In Canada: Samson-Dominion Limited, Toronto

*If your Dominion Distributor's phone is busy when you call, try again or mail coupon for complete details on the profit-making "Perfect Companion" promotion. No obligation, of course!*

Dominion Electric Corporation  
150 Elm Street, Mansfield, Ohio

The phone was busy so here's my name and address. Please send free details on Dominion's "Perfect Companion" promotion. Thank you.

Company \_\_\_\_\_

By \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



FLY HIGH  
IN '57  
WITH

# Westinghouse

## GUARANTEED

# 1. BUY 20

Westinghouse Air Conditioners  
by April 1, 1957 and

**WIN A "TWIN TRIP!"**



Visit not one, but *two* of the world's most fabulous resorts! Spend sun-filled days in San Juan, Puerto Rico *plus* St. Thomas in the Virgin Islands! Or enjoy colorful Acapulco, Old Mexico *plus* the gay international life of Mexico City! Every 20 units through April 1 win you an additional Twin Trip. And, you can win Twin Trips for additional units right through August 30!

### NEW WESTINGHOUSE AIR CONDITIONERS



#### NEW WESTINGHOUSE STREAMLINER

for those who want cooling  
plus beauty, too! Thinner,  
lower, smarter—it's just  
16" thin, 19" low, styled  
by Raymond Loewy. In  
¾, 1 HP low-amp models  
or 1 HP 230-volts.



#### NEW WESTINGHOUSE SUPER LINE

for those who want cool  
comfort at low low cost!  
Three volume-priced  
models operate on 115-  
volt house current, save  
on electricity, installa-  
tion. Also 1 HP 230-volt  
models.

# Air Conditioner PROFIT PLAN!

## 2. BUY-BACK

insures you against cool weather during your peak selling season!

Lets you buy now and cash in on early-season selling without risk. No end-of-year inventory headaches. No loss of profits from late-season markdowns and carryovers. *And*, on top of this air-tight plan, you get the hottest air conditioner line in the industry! Call your Distributor now!



COVER ALL 3 BIG MARKETS!



### NEW WESTINGHOUSE DELUXE LINE

for those who want a big cooling bonus! Delivers more BTU's of cooling than other leading brands, sells against any other unit made.  $\frac{3}{4}$ , 1,  $1\frac{1}{2}$  HP models.

**PLUS!** 2 HP "Area" Conditioner for those who want to cool 3 or more rooms or extra large areas.

**PLUS!** Casement Model for amazing new flexibility of installation in casement or double hung windows.

Refrigeration Specialties Division • Springfield 2, Mass.

YOU CAN BE SURE...IF IT'S **Westinghouse**



Hotpoint TV's big "Hollywood Visits Hotpoint TV Dealers" contest...

\*\*\*\*\*



**MICKEY ROONEY**  
starring in  
"THE BOLD AND  
THE BRAVE"



**MEG MYLES**  
Singing star  
"PHOENIX CITY STORY"  
and Liberty recording artist

Stars like these will be available depending on their picture and television schedules.

# WIN A MOVIE STAR

like one of these or others to visit your store and help you sell the new '57 Hotpoint Hi-Vi TV!



For the best window displays of Hotpoint Hi-Vi TV between January 1 and February 28... winning dealers will be visited by a top-notch big name movie star, plus a big pre-appearance build-up promotion campaign... or, win a four-day trip to Hollywood with your wife —including visits to studios, being photographed with stars... plus 20 more prizes of merchandise to winning dealers!

41 BIG, VALUABLE PRIZES IN ALL!



Think of the traffic and sales you'd get if a movie star like Mickey Rooney or Meg Myles came to your store to help you sell Hotpoint Hi-Vi TV!

**HURRY! TIME'S A-WASTIN'!**  
**PUT IN THAT HOTPOINT Hi-Vi TV WINDOW,**  
**PHOTOGRAPH IT, AND ENTER IT NOW!**

**Hotpoint Co.** (A Division of General Electric Company), 5600 West Taylor Street, Chicago 44, Ill.



Thru big-space  
color advertising  
February to June...  
21 magazines  
will carry

These  
21 magazines  
sell  
**REGINA**  
for you  
this Spring!

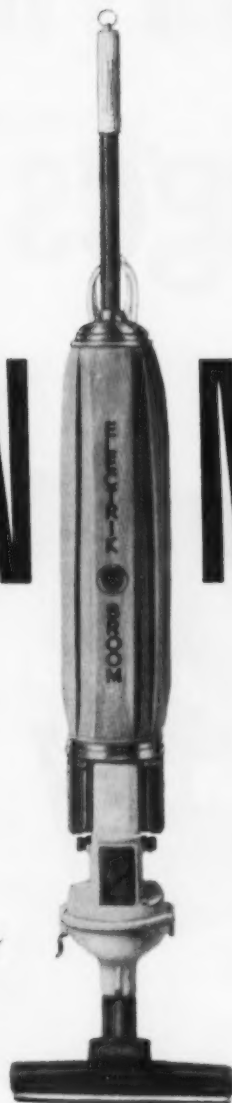
# 47 MILLION MESSAGES

to your customers  
on famous,  
fast-selling

## REGINA

*Electrikbroom*

The unique vacuum cleaner with the *plus* market. Also sells as an extra to satisfied vacuum owners. Used in thousands of homes, hotels, motels.

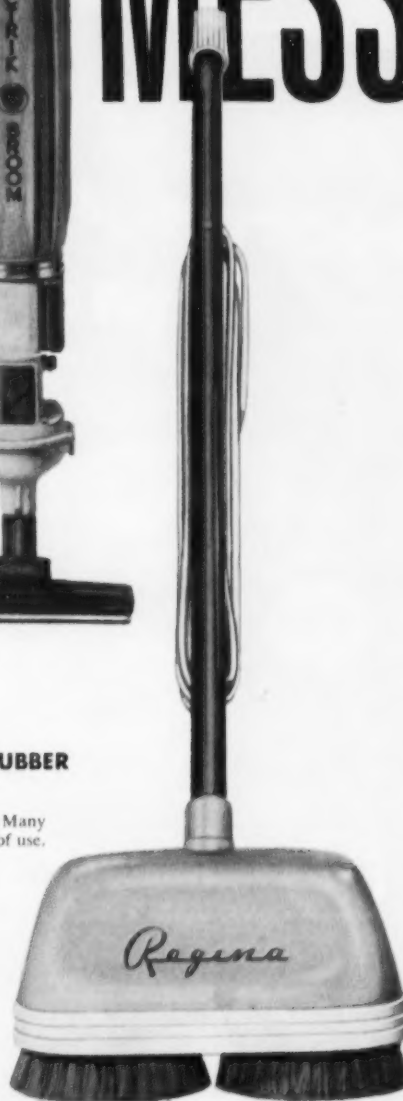


## REGINA



**POLISHER and SCRUBBER**

America's first, best, most widely used polisher. Many still giving trouble-free service after 25 years of use.



47 million! That's the total circulation of all Regina ads this spring. And there are more ads—with more power per ad—than ever before.

Get the most out of this great lineup of advertising. Tell customers you have famous Regina appliances . . . in newspaper ads, store windows, inside displays, mailing pieces. Customers will come right in when they know you sell Regina.

### IMPORTANT!

**Regina Model A 16-Inch  
Twin-Brush Floor Machine**

in full-page advertising in 5 institutional  
publications with a circulation of over 200,000.

**Write TODAY for  
FREE dealer helps**

Newspaper Mats  
Statement Stuffers  
Radio Commercials  
TV Commercials  
Give-Away Booklets

THE REGINA CORP., Rahway 11, N. J.

I am interested in the \_\_\_ Model TS Polisher and Scrubber  
\_\_\_ Electrikbroom \_\_\_ Model A Floor Machine

Please send me:

\_\_\_ Name and address of distributor for my territory  
\_\_\_ REGINA dealer helps

STORE NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

In Canada: Switson Industries, Ltd., Welland, Ontario

LOOK  
LADIES' HOME JOURNAL  
BETTER HOMES & GARDENS  
AMERICAN HOME  
McCALL'S  
GOOD HOUSEKEEPING  
HOUSE BEAUTIFUL  
HOUSE & GARDEN  
LIVING FOR YOUNG  
HOMEMAKERS  
FAMILY CIRCLE  
PARENTS' MAGAZINE  
REDBOOK  
SUNSET MAGAZINE  
IMPROVEMENT ERA  
NEW HOMES GUIDE  
HOME MODERNIZING  
HOUSE & GARDEN'S  
BOOK OF BUILDING  
HOUSE BEAUTIFUL'S  
BUILDING MANUAL  
HOUSE BEAUTIFUL'S  
GUIDE FOR THE  
BRIDE  
BRIDE'S MAGAZINE  
MODERN BRIDE

# Chicago Tribune study changes in Chicago



# spotlights dynamic appliance-TV market!

- ➡ **Current saturation levels!**
- ➡ **The growing replacement market!**
- ➡ **The shift in brand preference!**
- ➡ **Where consumers buy!**
- ➡ **Consumer plans to purchase!**

**H**ERE is the kind of sharp focus market information you want. It can provide you with a graphic picture of where you stand today in the huge Chicago market. And it can help you crystallize your selling plans here for the year ahead.

The Tribune study of the Home Appliance Market in Metropolitan Chicago draws on material obtained in a scientifically selected sample of nearly 3,000 families.

It details not only current saturation levels, but brand standings and sales trends as well. It analyzes source of purchase by shopping center and by individual store. It

measures appliance owners by income and social class.

More important to your sales planning, the Chicago market's king size potentials are spelled out by item and by brand.

The study also offers new evidence of Tribune sales power for appliance advertisers. Respondents chose the Tribune as the most helpful appliance buying guide by more than three to one over any other Chicago newspaper.

If you want more 1957 sales in Chicago, ask a Tribune representative to give you the current story of this great market and its No. 1 newspaper.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

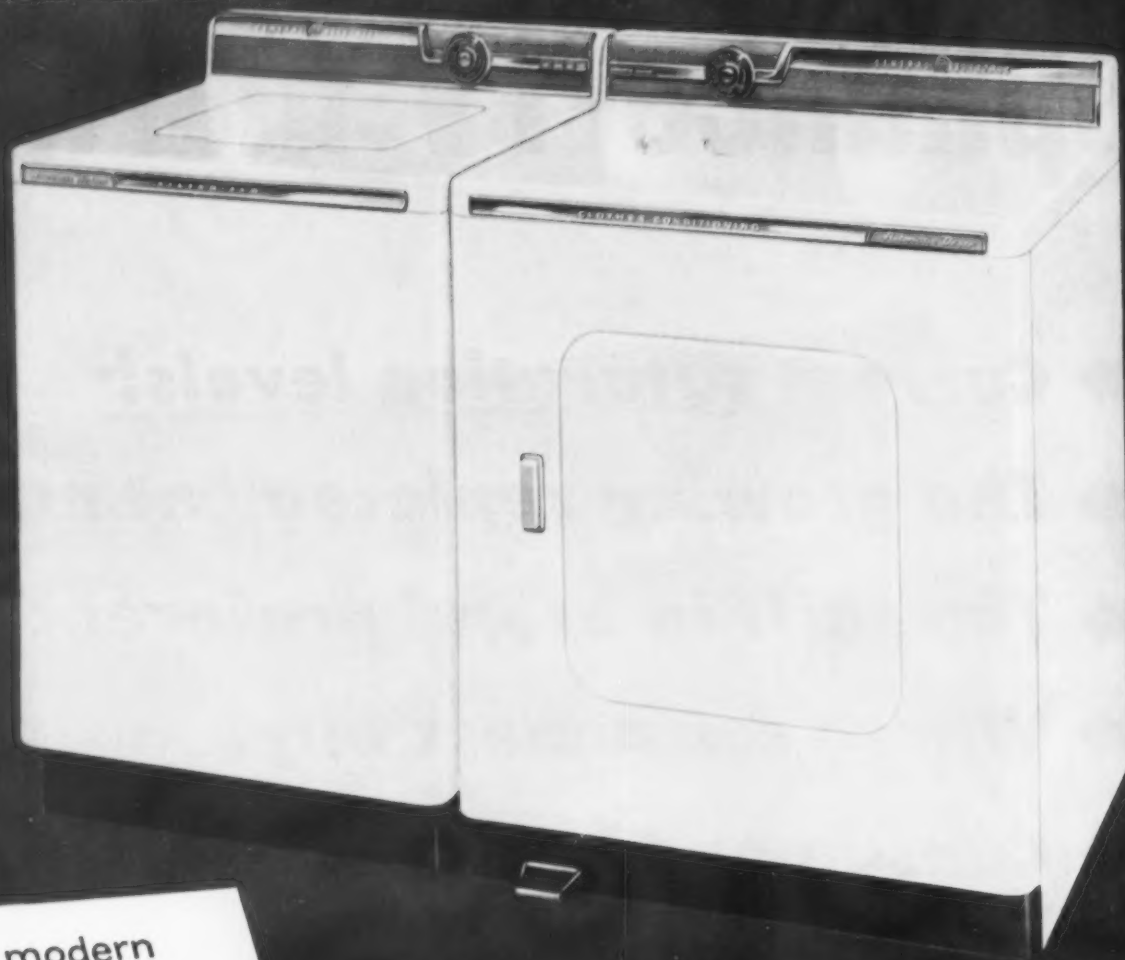
<b>Chicago</b> W. H. Mattendorf 1333 Tribune Tower SUperior 7-0100	<b>New York City</b> E. P. Struhsacker 220 E. 42nd St. MUrray Hill 2-3033	<b>Detroit</b> W. E. Bates Penobscot Bldg. WOodward 2-8422	<b>San Francisco</b> Fitzpatrick Associates 155 Montgomery St. GArfield 1-7946	<b>Los Angeles</b> Fitzpatrick Associates 3460 Wilshire Blvd. DUnkirk 5-3557
-----------------------------------------------------------------------------	------------------------------------------------------------------------------------	---------------------------------------------------------------------	-----------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------

MEMBER: FIRST 3 MARKETS GROUP, METRO SUNDAY MAGAZINE NETWORK AND METRO COMICS MAGAZINE NETWORK



*Progress Is Our Most Important Product*  
**GENERAL  ELECTRIC**

New G-E Washer and Dryer give you  
 cleaner, brighter clothes—no lint fuzz



On modern  
 washers and dryers

## **DULUX® Enamel finishes first in sales appeal...resistance to marring**



### **"DULUX" ENAMEL**

Better Things for Better Living . . . through Chemistry

**America's leading  
 home-appliance finish**

Over 53,000,000 major home-appliance units now  
 in service are finished with Du Pont DULUX Enamel.

AN APPLIANCE FINISH that dependably resists harmful effects of soaps, detergents and heat naturally gives modern washers and dryers added sales appeal. And that's only *one* of the sales-winning properties of durable Du Pont DULUX Enamel.

Constant research by Du Pont chemists has resulted in a finish that ruggedly resists chipping, cracking, scratching and staining. Application costs are lower with DULUX without sacrifice of quality appearance or performance.

DULUX keeps its first-day new look even after years of use in the home. Its longer-lasting whiteness, resistance to wear and easy cleanability help insure the continued customer satisfaction that's so important to the success of any appliance line. No wonder so many of today's topflight appliance manufacturers use Du Pont DULUX Finishes.

**E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Wilmington 98, Del.**



## STUDEBAKER TRANSTARS

widest horsepower choice in 1/2-2 ton trucks

### 6 WAYS BETTER THAN THE NEXT BEST TRUCK!

- 1 **Better economy**—long life, low operating costs, easy maintenance add up to more profit per mile.
- 2 **Better payloads**—trucking's biggest cargo areas, model for model . . . high payload-to-weight design.
- 3 **Greater comfort**—designed-for-driving cab, enclosed safety doorstep, safety dash pad.
- 4 **Easier control**—cross link variable ratio steering, better braking for safer, faster runs.
- 5 **Smoother ride**—two-stage springs, hydraulic shock absorbers standard equipment on light-duty models.
- 6 **Better deal**—from break-in to trade-in, starting with low, low prices!

LET YOUR STUDEBAKER DEALER  
PROVE IT TO YOU NOW!

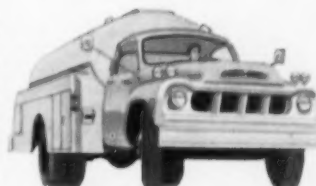
Hand-pick your performance in the 100-hp spread between Studebaker's thriftiest Six and Biggest HD V8

Eight Transtar power-and-performance choices cover every trucking job from multi-stop delivery to cross-country hauling! Super-saving Sixes start at 92 hp;

brawny V8s go all the way to 192 hp—premium engine features standard on Heavy-Duty V8, optional on other V8; 4-barrel carburetor option, too. V8 or Six, each of 80 Transtar models gives you famous Studebaker dependability and mile-by-mile operating thrift that pay off in more runs per month, more profit per run!

#### '57 TRANSTAR 2-TON HD 3E40

Handsome new Transtar line brings new heavy-duty "muscle" to the 2-ton field. Up to 19,000 lbs. GVW, 35,000 lbs. GCW. New Torque Star 289 V8 with premium heavy-duty features. Four wheelbases, 131"-195"; HD 4-speed transmission, 15,000 lb. rear axle, 6-stud HD wheels. Six ways better than the next best truck!



**Studebaker-Packard**  
CORPORATION



*Where pride of Workmanship comes first!*

in the great new RCA WHIRLPOOL parade



# Whirlpool

## REFRIGERATORS

*give you more  
selling power!*



**OPEN UP THIS FOLDER...**  
read all about these  
spectacular new  
**REFRIGERATORS!**

RCA WHIRLPOOL HOME APPLIANCES

Products of **WHIRLPOOL-SEEGER CORPORATION** St. Joseph, Michigan

***Join Up! it's easier to sell RCA WHIRLPOOL***



of appliances for 1957



**NEW 1957**

**RCA Whirlpool**

**REFRIGERATOR-FREEZER**

- ... Cuts food spoilage
- ... Cuts flavor tainting
- ... Ends refrigerator smell

than sell against it!

# Only the RCA WHIRLPOOL refrigerator-freezer gives you

**LOOK... YOU GET TWO  
APPLIANCES IN ONE!**

## AT THE TOP...

### automatic defrosting refrigerator section

Forget defrosting problems forever! The days of emptying pans, pushing buttons and then mopping up the watery mess are done with. Defrosting is fully automatic at the end of each cooling cycle... there are no heating units or long periods without refrigeration... and it's so continuous you'll hardly ever see any sign of frost.

## AT THE BOTTOM...

### a true zero-degree freezer

Completely insulated from the fresh-food compartment, the big true zero-degree freezer fast freezes and stores your frozen foods up to a year or more. The spacious compartment features two fast-freezing shelves, a glide-out freezer basket that puts frozen foods at your finger tips, two deep freezer door shelves and the new convenient instant ejector ice cube trays.



**BIG TWIN DOORS**  
give more space... with a  
place for everything

## 5 INDIVIDUAL COMPARTMENTS

Butter, cheese, bacon and eggs... you want them! The butter conditioner has an adjustable built-in thermostat to keep just the spreading consistency you want. The cheese keeper holds 2 full pounds of cheese; the egg keeper holds 18 eggs in handy removable trays.

## DEEP, ROOMY DOOR SHELVES

At last, store half-gallon milk cartons, large bottles and odd-shaped packages without loss of space! Some shelves tilt for quick unloading... at the perfect height for easy reach. All the food on every shelf is at the ideal food preservation temperature.

## BIG WINDOW FRUIT BIN

Convenient! Large! Holds up to 20 pounds of assorted fruits! Tilts down for easy unloading... at the perfect height for easy reach. Full-view window lets you see at a glance.

## FREEZER DOOR SHELVES

Convenient, tilt-down shelves store frozen packages and a big selection of frozen soups and soups cans. The open-type construction permits perfect air circulation for faster freezing and balanced temperature throughout.

ives you all the worthwhile features for more convenience!

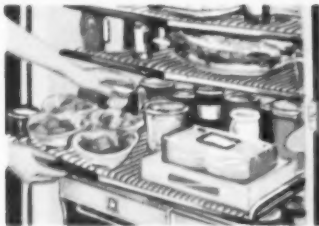
**DOORS**  
... with a  
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**COMPARTMENTS**  
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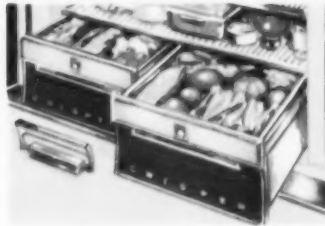
**IT BIN**  
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tilts down for easy loading and  
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window lets you see your supply

**SHELVES**  
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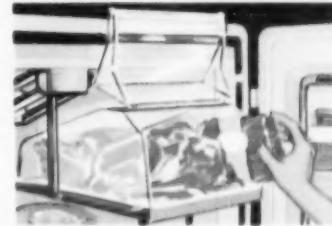
#### Glide-out shelves

Rustproof sturdy aluminum! They glide *way out* smoothly on life-time nylon slides . . . over 70% in the open . . . so all your food is easier to see and reach. Designed to hold your heaviest load. Shelves and slides are easily removed so cleaning the refrigerator is simple.



#### Jumbo twin crispers

These extra deep crispers hold up to a big 30-quart capacity of fresh vegetables in a "special" place. Nylon slides let them glide out smoothly . . . easy-grip handles add to their convenience. Made of acid resisting porcelain enameled steel.



#### Handy meat keeper

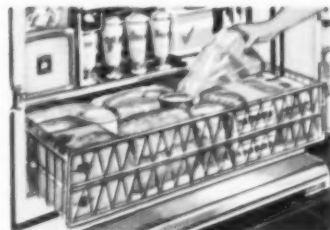
Placed in an easy-to-reach spot, it keeps all your meats in one convenient location away from other foods, giving you more room. The modern, transparent meat keeper lets you see your meat . . . glides out to you. It's removable for easy cleaning.



#### Automatic ice water tap\*

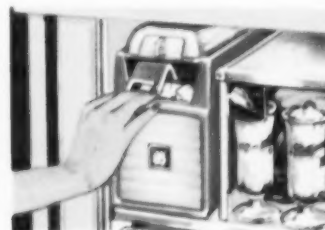
Cool, clear water at the tip of your finger! You don't have to fill cumbersome containers then wait for the water to cool . . . just press your glass against the control and fill your glass automatically. It's very convenient the year 'round.

\*Optional at slight additional cost.



#### Glide-out freezer basket

This full-width freezer basket holds up to a whopping 40-pound load! Glides in and out on smooth nylon slides. Contents are easier to see . . . easier to reach. True zero-degree cold keeps your foods "garden fresh".



#### Instant ice cube ejector

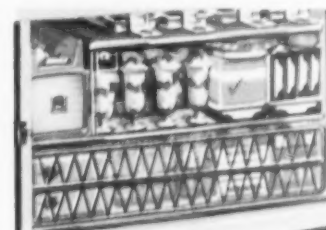
Now, ice cubes faster and easier! Just invert the tray on top of the removable server bin, press easily on the handle and all the cubes instantly drop into the bin below. Cubes won't freeze together . . . they're so easy to get — so convenient!



#### Automatic ice tray filler\*

Simple and easy! Refill your empty ice cube trays right in the freezer section . . . easier, faster, without messy spilled water or wasted motion! Just put the tray under the filler, turn the control located below and the tray fills perfectly and automatically!

\*Optional at slight additional cost.



#### Two fast-freezing shelves

You'll freeze foods faster . . . keep them safer! These sturdy shelves have refrigeration coils brazed directly to the bottom . . . makes them primary freezing surfaces. Each is solid, rust-proof aluminum.



A WHIRLPOOL refrigerator-freezer gives you all the worthwhile



**BIG TWIN DOORS**  
give more space . . . with a  
place for everything

#### 5 INDIVIDUAL COMPARTMENTS

Butter, cheese, bacon and eggs . . . right where you want them! The butter conditioner has an adjustable built-in thermostat to keep butter at just the spreading consistency you want. The cheese keeper holds 2 full pounds; the bacon keeper 2 pounds; and the egg keepers safely hold 18 eggs in handy removable trays.

#### DEEP, ROOMY DOOR SHELVES

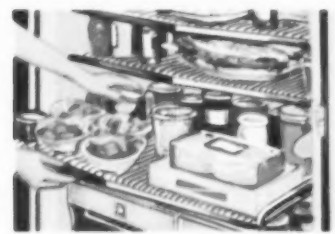
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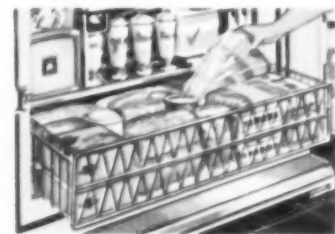
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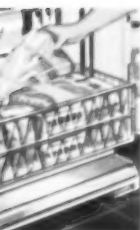


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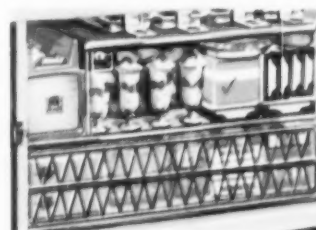
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Plus all of  
these other features  
to make RCA WHIRLPOOL  
Refrigerator-Freezers  
your very best buy!

- Sealed-in rotary compressor designed for years of trouble-free service... safe from dust and moisture... never needs oiling.
- Modern new super-size interior lighting illuminates every corner.
- Infinite position temperature control for ideal temperatures.
- Full-shelf spacing gives you perfect storage accommodations.
- Tilting door shelves for quick, easy loading and unloading.
- Models available with left-hand doors for special convenience.
- Choice of decorator colors... pink, yellow, green and white.
- Interior colors of Dawn Pink, accented with Dusk Pink, Midnight Charcoal, gold and chrome.
- Vacuum-tested cabinet assures no air leaks to affect performance.
- 5-year protection plan on hermetically-sealed refrigerating system.
- Full-year warranty on all materials and workmanship.

## Only the RCA WHIRLPOOL refrigerator has

**LOOK... YOU GET TWO  
APPLIANCES IN ONE!**

### AT THE TOP...

#### **automatic defrosting refrigerator section**

Forget defrosting problems forever! The days of emptying pans, pushing buttons and then mopping up the watery mess are done with. Defrosting is fully automatic at the end of each cooling cycle... there are no heating units or long periods without refrigeration... and it's so continuous you'll hardly ever see any sign of frost.

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Completely insulated from the fresh-food compartment, the big true zero-degree freezer fast freezes and stores your frozen foods up to a year or more. The spacious compartment features two fast-freezing shelves, a glide-out freezer basket that puts frozen foods at your finger tips, two deep freezer door shelves and the new convenient instant ejector ice cube trays.



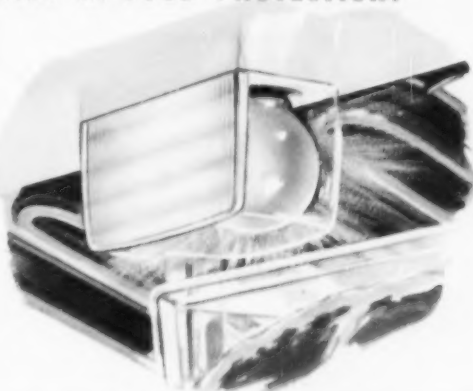


## or...has the "Air Purifying System"

... THE NEWEST ADVANCEMENT IN FOOD PROTECTION!

### purifying the air

Precious foods stay fresher, longer... and the inside of the refrigerator always has that "sweet air" fragrance. A scientifically-placed ultra-violet Purifying Lamp sheds its rays, constantly purifying the air day and night. This action helps eliminate the transfer of odors from one food to another... stops food flavor tainting... retards bacterial growth and food deterioration. Sanitized air keeps your foods exactly as they should be... "farm fresh" and healthful.



### circulating the air

An air circulating system sends gentle currents of air up through the door... across the top... directly over the Purifying Lamp and refrigeration coils... then throughout the refrigerator. Now you can stop guessing where to put food and hope it keeps. In an RCA WHIRLPOOL Refrigerator, the same constant temperature is maintained throughout—even in the door—to give you the finest fresh-food protection possible in all areas.



foods stay fresher, longer!

no transfer of food odors!

food flavors won't mingle!

constant cold in every spot!

# Built-in, built-around, or free-standing... one of these RCA



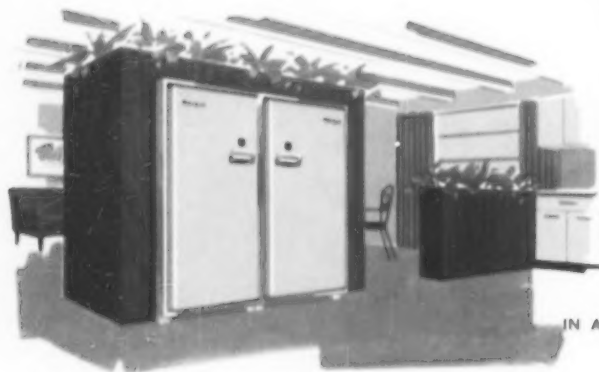
## The "Custom-Designed Look" of the Imperial Mark XII's . . . or the "New, Modern Look" of the Imperial, Supreme and Custom Lines

Here's the newest thing in refrigerators . . . the vibrant new glamor of the RCA WHIRLPOOL Imperial Mark XII that lets you enjoy the rich "planned-in" appearance without the expense of installing built-ins. With its new smooth, straight crisp lines — its exciting new door panels in matching colors, in white or contrasting Charcoal, Copper color, or Satin Silver — its beautiful aluminum door frame . . . the Imperial Mark XII harmonizes perfectly with your kitchen cabinets, blends smoothly into your kitchen. And the new Imperial Mark XII has flexibility of installation. Use it as a free-standing unit that looks built-in, in an island arrangement, or as a room divider . . . or it can be completely built-in!

The "Modern, New Look" found in the Imperial, Supreme, and Custom lines (shown at right) is as new as tomorrow — and there's a model to fit every budget.



COMPLETELY BUILT-IN WITH THE IMPERIAL MARK XII FREEZER



IN AN ISLAND ARRANGEMENT



AS A ROOM DIVIDER



The Mark XII Refrigerator (left) gives you big with every worthwhile to the 12 cu. ft. Frost Defrosting • 4 Glide-Out Shelves • Butter and • Meat Keeper — a convenience features.



The Supreme Model DS12B, 12 cu. ft., is Automatic Defrosting Refrigerator Section medium price: Glide-Out Shelves • Crisps • Butter, Cheese and Egg Keeper • Zero-Degree Freezer on the bottom feature • 3 Lever-Ejector Ice Cube Trays • U

# se RCA WHIRLPOOL Refrigerator-Freezers can add new beauty



**The Mark XII Refrigerator, Model DA12R, 12.6 cu. ft.,** (left) gives you big capacity in fresh food storage with every worthwhile feature. Companion storage in the 12 cu. ft. Freezer (right), it has: Automatic Defrosting • 4 Glide-Out Shelves • Big Convenience Door • Butter and Egg Compartments • Fruit Bin • Meat Keeper — and many more time-saving convenience features.



**The "Right-Side-Up" Imperial Model DI15B, 15.5 cu. ft.,** with its Exclusive Air Purifying System, keeps food fresher, longer. Features in the refrigerator section: Automatic Defrosting • 3 Glide-Out Shelves • Twin Crispers • Fruit Bin • Butter Conditioner • Cheese and Bacon and Egg Compartments • Meat Keeper. The 166 lb. True Zero-Degree Freezer has the Instant Ice Cube Ejector • Glide-Out Basket.



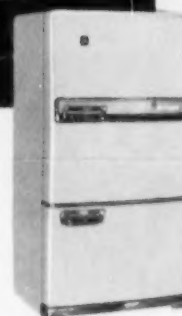
**The Imperial Model DI13B, 13 cu. ft.,** is another "right-side-up" model, featuring in the refrigerator section: Exclusive Air Purifying System • Automatic Defrosting • 3 Glide-Out Shelves • Fruit Bin • Butter Conditioner • Cheese and Bacon, Egg Compartments • Meat Keeper. In the 131 lb. True Zero-Degree Freezer section: Instant Ice Cube Ejector • Glide-Out Basket.



**Model DS12B, 12 cu. ft.,** is a compact model with Refrigerator Section and top features at a low price. Features: 3 Glide-Out Shelves • Meat Keeper • Twin Crispers • Cheese and Egg Keepers. The 95 lb. True Zero-Degree Freezer on the bottom features: Glide-Out Basket • Instant Ice Cube Trays • Utility Tray.



**The Supreme Model DS12T, 12 cu. ft.,** is a big money and time saver with a True Zero-Degree Freezer on top that holds up to 78 lbs. of frozen food. The refrigerator section features: Completely Automatic Defrosting • Glide-Out Shelves • Fruit Bin • Meat Keeper • Egg Compartment • Butter and Cheese Keepers.



**The DeLuxe Model D12, 12 cu. ft.,** is a big value and a wonderful buy, with the big freezer section on top and chiller tray that holds 74 lbs. of frozen foods. Refrigerator section features: Butter Keeper • Egg Compartment • Deep Door Shelves • Full Width Porcelain Enameled Crisper • Adjustable Temperature Control • Automatic Interior Light.



round, or free-standing... one of these RCA WHIRLPOOL Refrigerators



**The "Custom-Designed Look" of the Imperial Mark XII's . . . or the "New, Modern Look" of the Imperial, Supreme and Custom Lines**

Here's the newest thing in refrigerators . . . the vibrant new glamor of the RCA WHIRLPOOL Imperial Mark XII that lets you enjoy the rich "planned-in" appearance without the expense of installing built-ins. With its new smooth, straight crisp lines — its exciting new door panels in matching colors, in white or contrasting Charcoal, Copper color, or Satin Silver — its beautiful aluminum door frame . . . the Imperial Mark XII harmonizes perfectly with your kitchen cabinets, blends smoothly into your kitchen. And the new Imperial Mark XII has flexibility of installation. Use it as a free-standing unit that looks built-in, in an island arrangement, or as a room divider . . . or it can be completely built-in!

The "Modern, New Look" found in the Imperial, Supreme, and Custom lines (shown at right) is as new as tomorrow — and there's a model to fit every budget.

COMPLETELY BUILT-IN  
WITH THE IMPERIAL  
MARK XII FREEZER



AS A ROOM DIVIDER

IN AN ISLAND ARRANGEMENT



**The Mark XII Refrigerator, Model DA12R, 12.6 cu. ft.,** (left) gives you big capacity in fresh food storage with every worthwhile feature. Companion storage to the 12 cu. ft. Freezer (right), it has: Automatic Defrosting • 4 Glide-Out Shelves • Big Convenience Door • Butter and Egg Compartments • Fruit Bin • Meat Keeper — and many more time-saving convenience features.



**The Supreme Model D512B, 12 cu. ft.,** is a compact model with Automatic Defrosting Refrigerator Section and top features at a medium price: Glide-Out Shelves • Meat Keeper • Twin Crispers • Butter, Cheese and Egg Keepers. The 95 lb. True Zero-Degree Freezer on the bottom features: Glide-Out Basket • 3 Lever-Ejector Ice Cube Trays • Utility Tray.



**The Supreme Model** and time saver with top that holds up refrigerator section for frosting • Glide-Out Keeper • Egg Keepers.

**The "Right" ft.,** with its fresher, longer Automatic Crispers • and Bacon The 166 lb. stant Ice C



# Refrigerator-Freezers can add new beauty to your kitchen



The "Right-Side-Up" Imperial Model D115B, 15.5 cu. ft., with its Exclusive Air Purifying System, keeps food fresher, longer. Features in the refrigerator section: Automatic Defrosting • 3 Glide-Out Shelves • Twin Crisps • Fruit Bin • Butter Conditioner • Cheese and Bacon and Egg Compartments • Meat Keeper. The 166 lb. True Zero-Degree Freezer has the Instant Ice Cube Ejector • Glide-Out Basket.



The Imperial Model D113B, 13 cu. ft., is another "right-side-up" model, featuring in the refrigerator section: Exclusive Air Purifying System • Automatic Defrosting • 3 Glide-Out Shelves • Fruit Bin • Butter Conditioner • Cheese, Bacon, Egg Compartments • Meat Keeper. In the 131 lb. True Zero-Degree Freezer section: Instant Ice Cube Ejector • Glide-Out Basket.



The Imperial Model D113T, 13 cu. ft., gives you special storage features in a space-saving cabinet: Exclusive Air Purifying System • Completely Automatic Defrosting Refrigerator Section • Fruit Bin • Butter Conditioner • Meat Keeper • Cheese, Bacon, Egg Compartments • 3 Glide-Out Shelves. The big 104 lb. True Zero-Degree Freezer section features: Instant Ice Cube Ejector • Door Shelves.



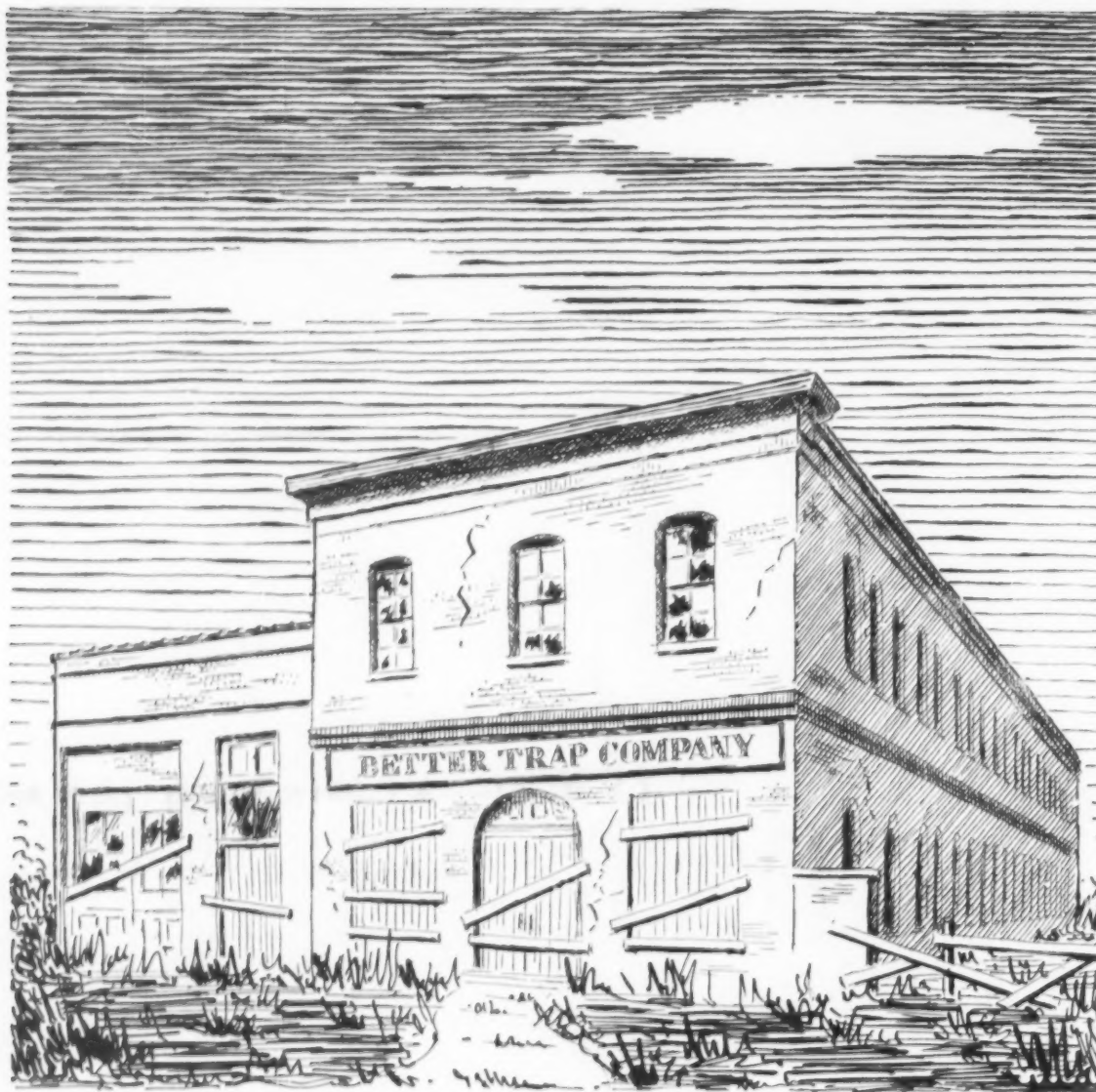
The Supreme Model D512T, 12 cu. ft., is a big money and time saver with a True Zero-Degree Freezer on top that holds up to 78 lbs. of frozen food. The refrigerator section features: Completely Automatic Defrosting • Glide-Out Shelves • Fruit Bin • Meat Keeper • Egg Compartment • Butter and Cheese keepers.



The Deluxe Model D12, 12 cu. ft., is a big value and a wonderful buy, with the big freezer section on top and chiller tray that holds 74 lbs. of frozen foods. Refrigerator section features: Butter Keeper • Egg Compartment • Deep Door Shelves • Full Width Porcelain Enameled Crisper • Adjustable Temperature Control • Automatic Interior Light.



The Custom Model DC8, 8.1 cu. ft., fits the smaller family's needs economically and conveniently. Freezer section on top, holds 40 lbs. of frozen food. Refrigerator section features: Adjustable Temperature Control • Fruit Bin • Butter Keeper • Egg Rack • Full-Width Porcelain Enameled Crisper • Automatic Interior Light.



## MOUSETRAP, STEAM TRAP, SEWER TRAP

*...it makes no difference*

... the world *won't* beat a path to the door of the man who builds a better one *and then doesn't advertise it* so that people will know about his product, know where it can be bought and how much it costs.

Advertising benefits the buyer, too. It tells you the product story, makes it easy for you to buy. Even more important to you, advertising leads

to mass production and volume sales ... which means lower costs and lower prices.

Yes, "Advertising Benefits You" ... 'specially business-paper advertising.



**ELECTRICAL MERCHANDISING**

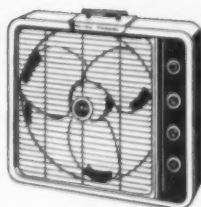
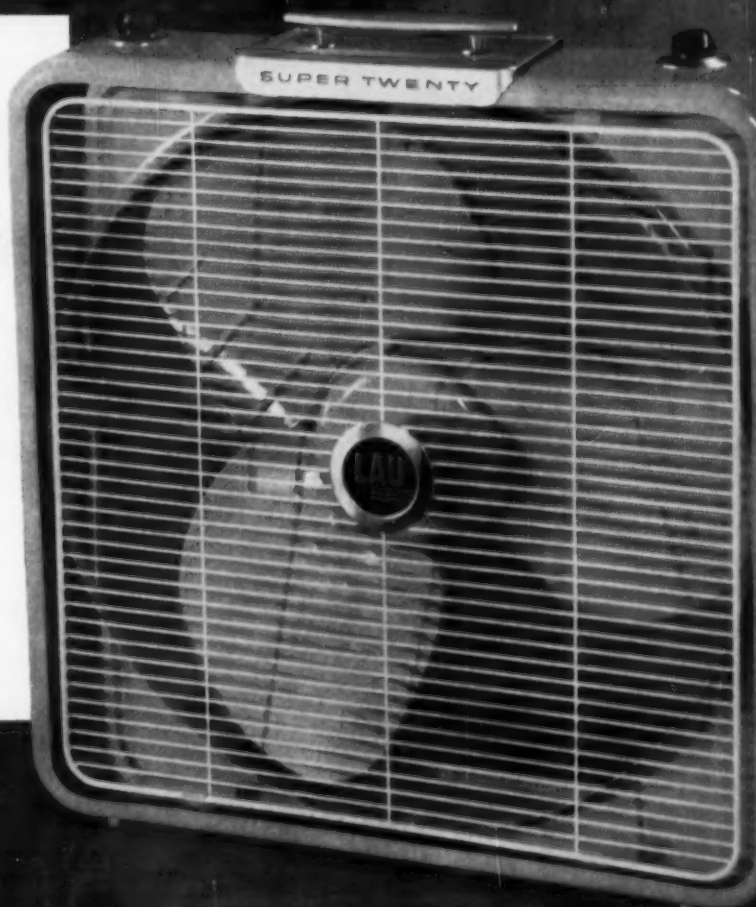


# Lau gives you "profit protection" and a Quality Sell

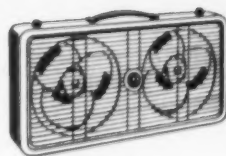
That's why you are sure to have a top fan-selling season if you offer the rounded, complete Lau fan line! Famous Lau! This year miles ahead *again* in fan styling... in performance... in beauty. Designed by master stylists to match every demand of modern interiors, *these fans give you sales you are proud to make.*

*Prices?* This year Lau is more competitive than ever! *Dealer helps?* Loads of 'em, including some knock-down displays that are knock-outs! *Advertising?* You bet... good round-the-country television and radio participations that will sell your customers on Lau before they ever come into your store.

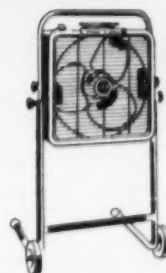
But, more than any of these, there are the Lau policies that make it easy for you to enjoy a "profit protection" that's unique in the field. Let the Lau representative give you all the details... today!



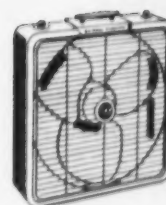
**Ultra-Twenty** (Models 2057-U, UB, UT, UP)—Four decorator colors! Recessed panel Saf-T-Eye, 3-speed switch, thermostat, electric reverse. Complete with spacers. Big 20" blades move 3950 cfm.\*



**Twin Twelve** (Model 1257-T)—Slim, trim, with new automatic thermostat! 3-speeds. Lightweight, portable; hangs on casement window in seconds. 16" x 32" x 5 1/4". Twin 12" blades move 3120 cfm.\*



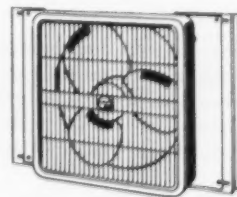
**Super Porta-Breeze** (Model 1657-SPB)—New mobile air circulator; easily moved on non-scurf wheels. Height adjustable stand. Full 360° tilt. Popular Super Sixteen fan. Shipped complete in one space-saving carton.



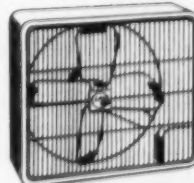
**Super Twenty** (Model 2057-S)—Popular 20" portable air circulator. Automatic thermostat. 3-speeds. 22" x 22" x 5 1/4". Spacer panels for window installation available. Big 20" blades move 3950 cfm.\*



**Super Sixteen, Super Twelve** (Models 1657-S, 1257-S)—Portable air circulators, complete with Tilta-Breeze stand. "Comfort Grip" handles. Sixteen: 18" x 18" x 5 1/4"; 3000 cfm.\* Twelve: 16" x 16" x 5 1/4"; 2300 cfm.\*



**Special Twenty** (Model 2057-RW)—Powerful low-cost fan. Electrically reversible! 5 position control. Built in adjustable spacer panel. Fits windows 30" to 38 1/4" wide. 20" blades move 3950 cfm.\*



**Powerflow Twenty-Four** (Model 2454-WR2)—Cools an entire home. Quiet, belt-driven, 2-speeds, electrically reversible. Fits windows 31" to 36" wide. 26 1/2" x 31" x 10". Moves 5500 cfm.\* (Equiv. NEMA)

World's Largest Manufacturer of Air-Conditioning Blowers



**LAU FANS**  
THE LAU BLOWER COMPANY  
2007 Home Avenue, Dayton 7, Ohio  
Azusa, California. In Canada:  
The Lau Blower Co. of Canada, Ltd.,  
Kitchener, Ontario

# Arvin

with two new low-cost window models...



## Integral-unit, window exhaust fan with expandable panels

**NEW!**

Arvin 20" Window Exhaust Fan with panels that expand to fit any double-hung frame sash from 27" to 36½" wide. Provides powerful, big-area cooling at remarkably low cost. Two-speed operation from on-off switch, conveniently centered in finger-safe grille. Six-pole weatherproof induction type motor. Electronically balanced 20" blades with rubber-mounted steel hubs insure whisper-soft operation. Even the colors are cool—antique white, with powder blue fan blades. Eight-foot rubber-covered cord.

**\$39<sup>95</sup>**  
Model 7839

**NEW!**

Arvin 20" Reversible Window Fan, with panels; integral-unit type with super powerful 3-speed, 6-pole weatherproof induction motor that reverses electrically for intake or exhaust. Here's the prime value leader among in-or-out fans—made to famous Arvin quality standards, with all the superior features that insure maximum power with wide comfort range, and the ultimate in economical, quiet operation. Model 7849,

**\$49<sup>95</sup>**



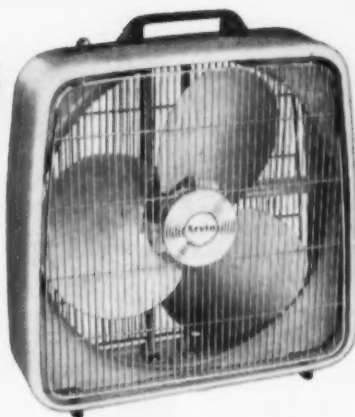


## draws the main stream of FAN TRAFFIC... full range of top-quality window-portables



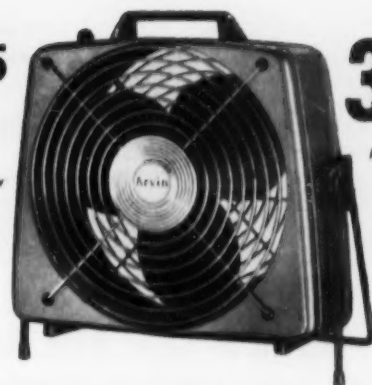
**64<sup>95</sup>**

Model 7730  
(matching window  
panels included)



**52<sup>95</sup>**

Model 7620  
(matching window  
panels, \$5.50)



**32<sup>95</sup>**

Model 7614

### Arvin 20" Automatic, Thermostat- controlled, Electrically Reversible Window and Portable Fan

Turns on and off by itself as room heats or cools. Changes from intake to exhaust at flick of a switch. Expandable panels easily installed in any double-hung sash, 27" to 36½" wide. Three speeds: low, high, super-high. Superb Arvin construction with electronically balanced blades, rubber-mounted; 4-point cross-braced support for the 6-pole induction motor. Coppertone finish, chrome grille.

**Model 7731. Arvin 20" Super-De Luxe Window Portable.** Provides the last word in fan-cooled luxury, with a Plus-Power, 3-speed, 6-pole split-capacitor motor that reverses instantly. Highly sensitive thermostat turns it on and off automatically. Maximum efficiency, quietness, economy, beauty. Finished in charcoal gray enamel with sparkling brass trim. Including panels, **\$69.95**

### Arvin 20" Custom Portable Fan

Versatile 3-speed, big-volume fan for top-comfort cooling anywhere in the house—in the window for intake or exhaust, on the floor for a high capacity circulator. Arvin first-quality features throughout. Coppertone enamel finish with maroon fan blades, chrome trim. Easy-grip carrying handle.

**Lowest price 20" portable!** 2 speeds, off-white finish, black blades and trim. Model 7840..... **\$39.95**

### Arvin 14" Portable Fan in Pivoting Stand

Fan pivots in sturdy metal stand for powerful air flow up, down, or at any desired angle; wing nuts fix any position quickly, firmly. Two-speed operation from on-off switch; 4-pole weatherproof induction motor. Two full-depth suction-type rubber feet. Coppertone enamel finish, maroon fan blades, chrome grille and trim. Low price and handy size make it a terrific seller during sudden hot spells.

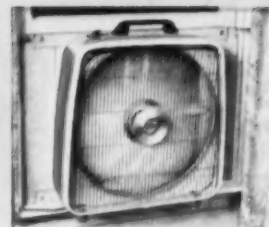
Without stand, Model 7414... **\$29.95**

**All Arvin Fans Carry a Full 5-Year Guarantee**  
—and all are listed by Underwriters' Laboratories  
SEND FOR DISPLAYS, BANNERS, MAILERS, AD MATS



### Arvin Portable "Hi-Lo" Pedestal

For all Arvin 20" portable fans. Ideal, vertically adjustable fan support for high, low, casement or odd-shaped windows—or for use as air circulator anywhere. Lightweight, rolls and turns easily on large rubber wheels. Fan rotates through 360°, is held firmly by plastic adjusting knobs in any position. Maximum height 60" to top of fan, minimum 31" to fan center. Handsomely finished in chrome and charcoal gray. Model 602... **\$19.95**



### Window Panels for 20" and 14" Portables

Engineered for weatherproof installation. Finished in coppertone enamel to match fans. Expandable to fit any double-hung frame from 27" to 36½" wide. Easily installed from inside, with screwdriver.

Model 601 Panel, for 7620 Fan **\$8.50**  
Model 614 Panel, for 7414 Fan **\$8.50**

Electronics and Appliances Division **Arvin INDUSTRIES, Inc.**, Columbus, Indiana

Manufacturers also of Arvin Home Radios, Portable Electric Heaters, Lectric Cook, Automobile Heaters, Outdoor Furniture, All-metal Ironing Tables and Barbecue Braziers.



# Styled FOR TOMORROW... PRICED FOR TODAY



**NEW CUSTOM 1 H.P. CONVENTIONAL WINDOW UNIT.** Operates on 115 volts. Flush mounting, 2-speed fan. Also 1, 1½ and 2 H.P. models for 230 volts. Deluxe 1 and 1½ H.P. models.

## HERE'S THE BIG NEWS IN ROOM AIR CONDITIONERS FOR 1957

Emerson-Electric Northwind blankets the market with 16 models... Sizes and prices for top sales and profits.

Here it is... Emerson-Electric Northwind, most complete line of room air conditioners! With 16 models in four series you can fill every customer requirement. All have new features. All are smartly styled. All are competitively priced.

Plan now for bigger sales and profits. Write, wire or phone: for catalog No. 3200.

THE EMERSON ELECTRIC MFG. CO. • 8100 Florissant Ave. • St. Louis 21, Mo.

### THESE FEATURES HAVE BIG SALES APPEAL

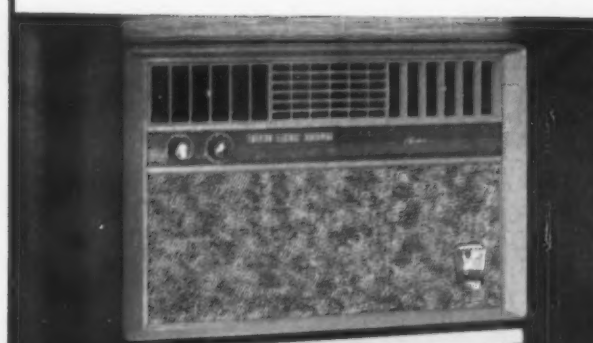
- All units meet or exceed power factor requirements of American Association of Refrigeration Engineers.
- Deluxe and Custom models in each series.
- All units equipped with thermostats.
- True capacity rating.
- All units can be flush mounted.
- Quiet operation. Hush-treated fans and insulated cabinets.
- All units equipped with efficient disposable filters.
- Flexible grilles on all fronts permit complete control of air direction. Movable louvers direct air up, down or to either side.

## EMERSON-ELECTRIC

OF SAINT LOUIS



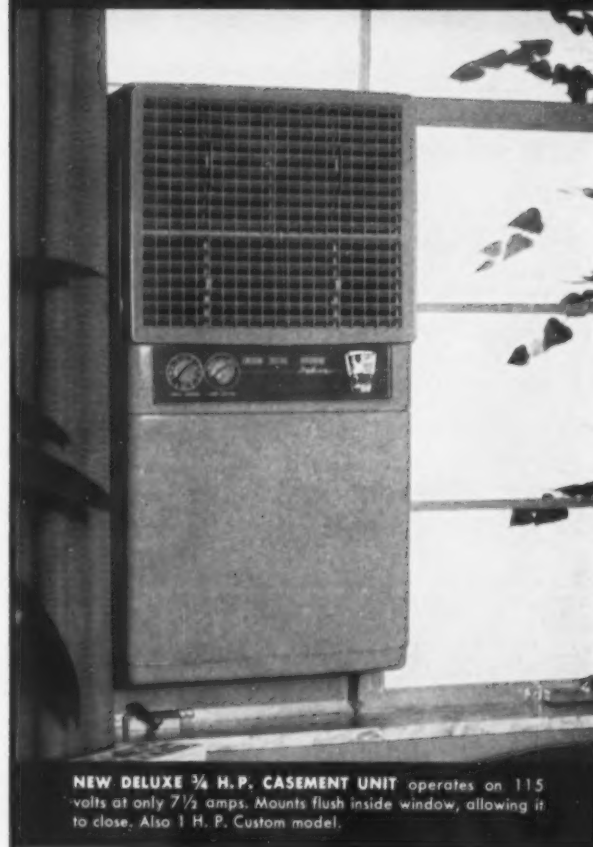
SINCE 1890



**NEW "TINY TIM" ¾ H.P. UNIT FOR SMALL WINDOWS.** Only 22½ inches wide. Operates on 115 volts, flush mounted. Also in three other ¾ H.P. and one 1 H.P. models.



**NEW "VERI-SLIM" ¾ H.P. WINDOW UNIT** is only 16½ inches deep and extends just 2 inches into the room. Operates on 115 volts. Also 1 H.P. and 1½ H.P. models.



**NEW DELUXE ¾ H.P. CASEMENT UNIT** operates on 115 volts at only 7½ amps. Mounts flush inside window, allowing it to close. Also 1 H.P. Custom model.

★ FIVE-YEAR WARRANTY ON ALL REFRIGERATION UNITS. In addition, all parts guaranteed for one year.



# WE DIDN'T PROVE IT... DEALERS DID!

*...quality makes sales...and Du Mont quality lets you make sales at full profit to you!*

#### IN 1956, DU MONT REPORTED:

"The customer has learned, from sad experience, that a bargain is 'no bargain'—what he pays for, is what he gets."

#### IN 1956, DU MONT REPORTED:

"The customer will pay for quality—if you sell him on quality, not on price. It is possible to make quality sales at full profit."

In city after city, dealers proved it. They reported higher volume and higher profits by trading up—by selling Du Mont quality on a straight quality basis!



#### WHAT DU MONT *Quality* IS:

- Higher Sensitivity—performance no other set can equal.
- Greater Selectivity—a clear, sharply defined picture.
- Lasting Dependability—engineered and built to deliver long trouble-free service and satisfaction.

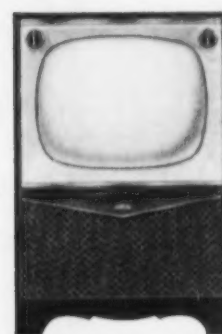
#### WHERE DU MONT *Quality* COMES FROM:

- EXCLUSIVE DU MONT SENSIMATIC TUNER
- 30-33 TUBE FUNCTIONS
- EXCLUSIVE SIGNAL BOOSTER CIRCUIT
- FULL-FIDELITY SOUND SYSTEM
- EXCLUSIVE UHF FIELD CONVERSION PLUG-IN TUNER
- NEW RESERVE POWER
- FULLY TRANSFORMER-POWERED
- LOCAL-DISTANCE PICTURE STABILIZER
- RIGID QUALITY CONTROL TO REMOVE SERVICE RISK



#### GOVERNOR WINTHROP HI-FI

4 speakers, plug-in for extra speaker, tape or TV; 40 watt output. Genuine Mahogany, Lined Oak or Fruitwood Veneers.



#### BRADFORD

21" overall diagonal;  
262 sq.-in. viewable area.  
Mahogany Grain finish or  
Lined Oak Grain finish.



#### BELVIDERE

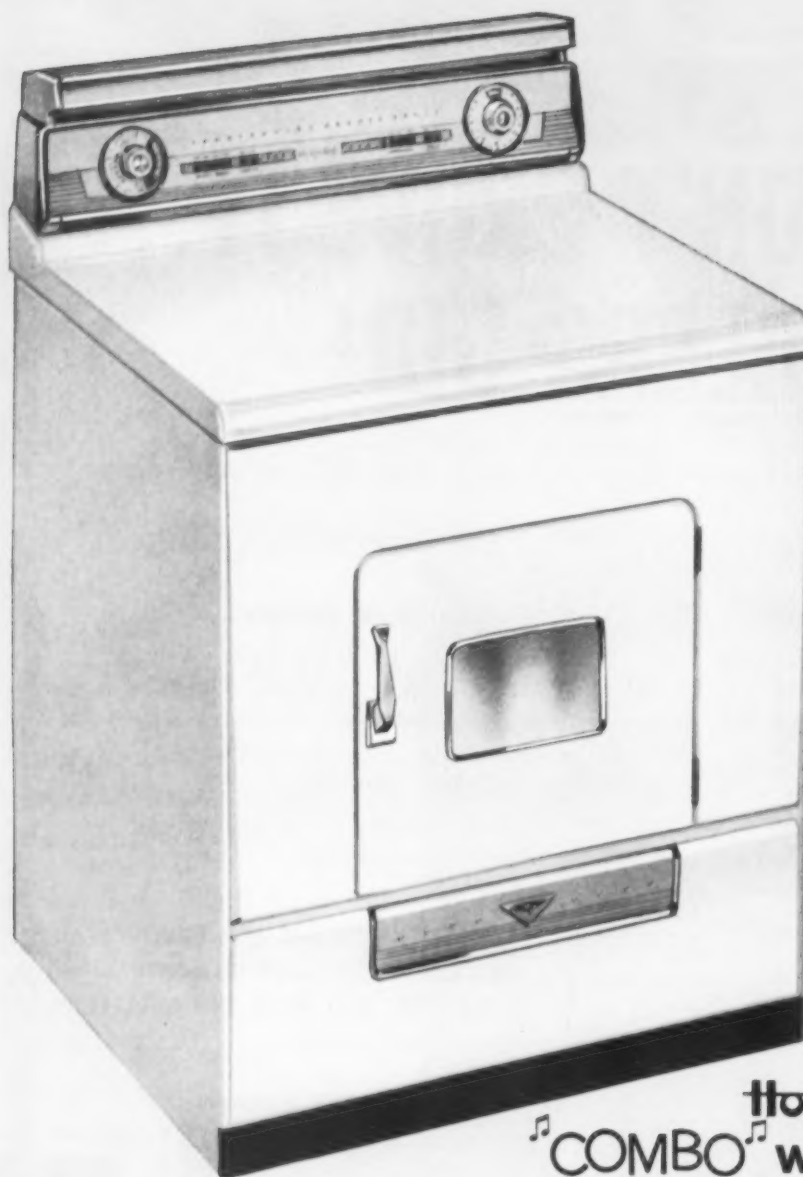
21" overall diagonal;  
262 sq.-in. viewable area.  
Mahogany Grain finish or  
Lined Oak Grain finish.

# DU MONT®



*Get the full story on the full profit  
Du Mont franchise  
from your distributor today!*

Allen B. Du Mont Laboratories, Inc., 35 Market Street, East Paterson, N. J. Manufactured and Distributed in Canada by Canadian Aviation Electronics, Ltd.

[illegible]

MODEL LY

Now—*today!*—see this 3-way Home Laundry Center. Your Hotpoint Distributor is ready to give you complete details on its simple operation and really outstanding efficiency. You'll agree that—with the great new Hotpoint "Combo"—'57 is the year for Combinations!



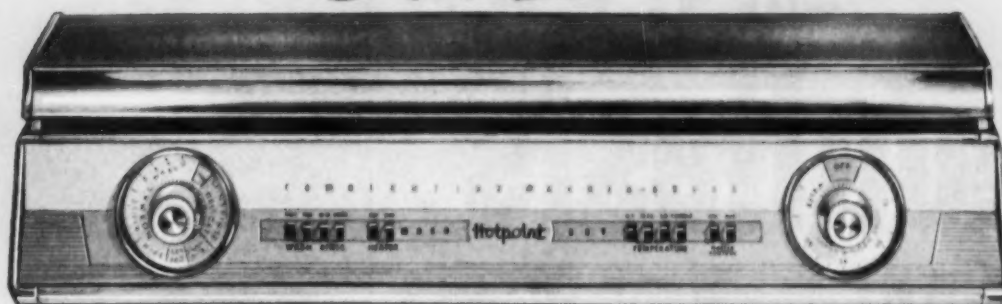
RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS • DISPOSALS\* • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE • TELEVISION



for Combinations

# WASHER-DRYER BY Hotpoint

A **3-WAY** Home Laundry Center  
in **ONE** Compact Unit!

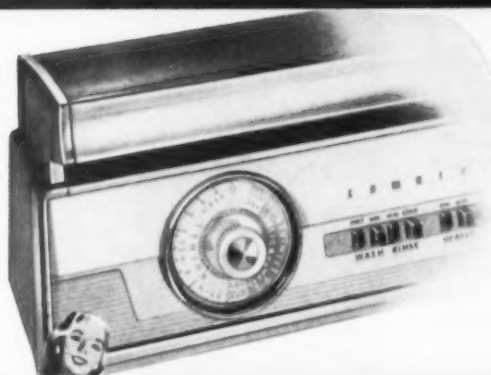


## WASHES AND DRIES IN ONE OPERATION

The Hotpoint "Combo" is a complete Home Laundry—washes and dries clothes in one automatic, uninterrupted operation.

Just toss in up to eight pounds of clothes and add correct amount of detergent. Shut the new See-Thru Door, set the simple Pushbutton and Wond-R-Dial

Controls for the desired time, temperature and cycle—and it's all set to go. A push of the Master Control "ON" Button, and the Hotpoint "Combo" automatically does the rest. No further attention is necessary—it perfectly washes and dries the clothes in one continuous operation, then shuts itself off!



## ...OR OPERATES AS A WASHER BY ITSELF

Your prospects will often want to use the washing facilities alone. Hotpoint engineers anticipated this demand, and have designed this new Combination to be easily used as a Washer only! Just set the Washer controls, push the "ON" Button, and the clothes are washed sparkling clean and damp dry.



## ...OR AS A DRYER BY ITSELF

There are many occasions when the convenience of a Dryer alone is greatly appreciated. Here, too, the Hotpoint "Combo" demonstrates its tremendous versatility. The clothes to be dried are tossed in, the Dryer controls set to the desired time and temperature—and clothes come out dry, fluffy and fresh!



*for the finest...first!*

HOTPOINT CO. (A Division of General Electric Company) 5600 Taylor Street, Chicago 44, Illinois

**A.O. Smith**  
**Permaglas**<sup>®</sup>  
 the glass-lined  
 water heater  
 with **C.F.P.\***  
**outlasts**  
**all others**

**HERE'S THE PROOF \***

An independent research laboratory conducted accelerated life tests of seven glass-lined water heaters. The certified results shown here **PROVE** beyond question that *Permaglas* outlasts **ALL** others!

\*A. O. Smith's exclusive Controlled Fusion Process welds glass and steel to a more perfect bond.

**HERE'S WHAT IT MEANS TO YOU**

Now, for the first time, you actually *know* that there's a big difference in glass-lined water heaters—and that *Permaglas* lasts 55% longer than the average of all brands tested. You can **PROVE** that difference to your customers, and sell them *Permaglas* more easily than ever before.

**And Here's a BIG NEW Campaign To Help You Cash in—NOW!**

**NATIONAL ADVERTISING**—Full pages in color in nine leading magazines will tell this outstanding story to millions—to your customers.

**LOCAL ADVERTISING**—NEW ad mats, NEW distributor ads, NEW radio and TV material, NEW outdoor posters are all ready to help you in your neighborhood.

**POINT-OF-SALE**—NEW pocket demonstrators, NEW banners, NEW signs are ready to work for you.

**SELLING AIDS**—NEW envelope enclosures, NEW hand outs... **EVERYTHING** you need to sell.

CALL YOUR **Permaglas**<sup>®</sup> DISTRIBUTOR  
**BETTER GLASS—LONGER LIFE**

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<b>BRAND B</b> Severely Eroded METAL EXPOSED	
<b>BRAND C</b> Badly Eroded METAL EXPOSED	
<b>BRAND D</b> Moderately Eroded METAL EXPOSED	
<b>BRAND E</b> Badly Eroded METAL EXPOSED	
<b>BRAND F</b> Moderately Eroded METAL EXPOSED	

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## ***Financial Aid to Higher Education***

# A Fine Start, But...

**This editorial has two purposes. The first is to salute American business for the fine start it has made in helping to relieve the financial plight of our colleges and universities. The second purpose is to stress the importance of having business provide more financial aid, and soon.**

### **How Business Helps Higher Education**

Business contributions to higher education doubled between 1950 and 1955. They jumped from \$40 million to \$80 million. Preliminary figures indicate they will be even higher this year.

Business firms have also shown a lot of ingenuity in devising different ways of making their contributions. The methods range from a matching of an employee's contribution to his particular alma mater to wide diffusion of the money through state and regional money-raising associations of colleges and universities. Thanks to this ingenuity, business firms now have a wide choice of ways by which to give effective aid. The way most appreciated by college administrators is the making of gifts unrestricted as to the purpose for which the money is used.

Imposing as it is, however, what business has done thus far is only a good start. Only a tiny fraction of the total number of business firms in the country are giving direct financial help to our colleges and universities; and this fraction includes fewer than half of the hundred largest corporations in the country. Also, the amount of financial help being provided by business constitutes only a very small fraction of what is needed.

### **Why Colleges Need More Aid**

Right now our privately endowed colleges and universities need about \$350 million more in operating income a year than they are receiving to enable them to pay decent faculty salaries and be in tolerably good working order otherwise. The reasons, including a severe decline in the purchasing power of their endowment income because of price inflation, have been dealt with in the previous editorials in this series.

In addition, these institutions, together with the tax-supported schools, are faced with a tremendous increase in enrollment over the years ahead. With both a rapidly increasing population of young people and an increasing propor-

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**MORE ►**




in the great new RCA WHIRLPOOL parade

**RCA Whirlpool**

**FREEZERS**

***give you more  
selling power!***



**OPEN UP THIS FOLDER...  
read all about these  
spectacular new  
FREEZERS!**

RCA WHIRLPOOL HOME APPLIANCES

Products of **WHIRLPOOL-SEEGER CORPORATION** St. Joseph, Michigan

***Join Up! it's easier to sell RCA WHIRLPOOL***

of appliances for 1957

"Fresh" from an

 **Whirlpool**  
FREEZER

CONSTANT FOOD TEMPERATURE  
CAPTURES AND GUARDS  
THE PEAK OF FLAVOR



than sell against it!

# Foods keep their natural nutritional values better

A CONVENIENT, ECONOMICAL,  
MORE HEALTHFUL WAY OF LIFE...  
WITH AN RCA WHIRLPOOL FREEZER

## ... enjoy greater convenience

Shop only as often as you want... when the weather is nice. No more rushing to the store at the last minute... it's like having a supermarket in your kitchen.

## ... live better

Strawberries in December... corn-on-the-cob in March... your family will enjoy a greater variety of foods and a better balanced diet all year long.

## ... and save time and money

Stock up on your family's favorite foods! Buy in quantity at big discounts and special sales... when foods are in season and prices low. You'll find frozen foods are faster and easier to prepare too.

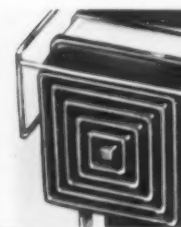


## UPRIGHTS



Exclusive automatic defroster disposal eliminates ice and frost. When the defroster is on, the water runs through a special pan beneath the defroster and it evaporates automatically.

## CHESTS



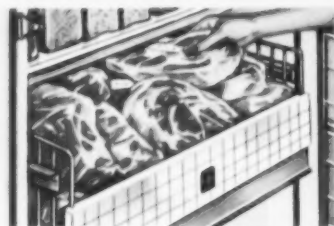
Exclusive fast-freeze freezes faster... Sends a blast of "cold" against foods placed in the freeze section. Also freezes on all 7 freeze sections.



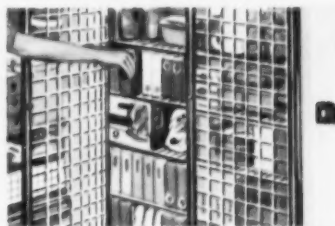
better...and there are more convenience features specifically



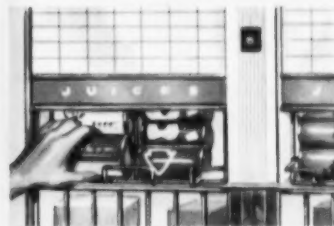
**Exclusive automatic defrost water disposal** eliminates mopping and muss. When the freezer is defrosted, the water runs into a special pan beneath the freezer where it evaporates automatically.



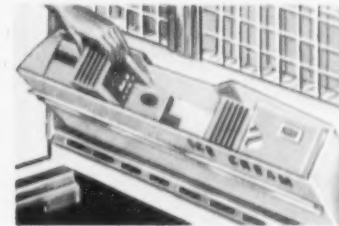
**Glide-out freezer baskets** put frozen foods out where they're easy to reach. Even when fully loaded, they glide out effortlessly on Nylon rollers. Safety stop protects against spilling.



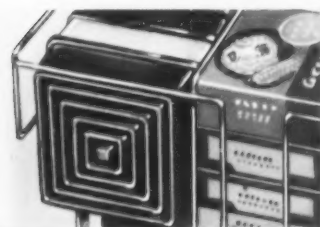
**Super-storage door** gives new flexibility in storing all type packages. 5 roomy door shelves, 3 adjustable... behind open grid doors, that hold packages safely. Door holds up to 127 items.



**Four handy can dispensers** hold 28 cans... wonderful for frozen juices, soup cans. Load from the top... take from the bottom. Interior light turns on and off automatically... floodlights the inside.



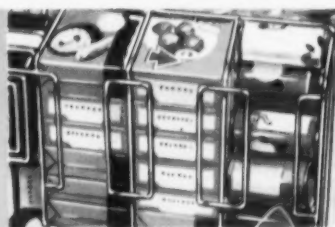
**Full-width ice cream bin** stores up to 2 1/4 gallons at ideal temperatures... there's more room for more flavors. Tilts down and out for more convenience in loading and unloading.



**Exclusive fast-freezing fan** freezes faster... freezes more! Sends a blast of "zero-cold" air against foods placed in the fast-freeze section. Also fast contact freezing on all 7 freezing surfaces.



**More "on top" storage** with 3 package dispensers, 2 big convenience baskets and the special blast-freeze basket. Foods are easy to reach. Automatic interior light makes it all easy to see.



**Handy dispensers** file away frozen food packages or juice cans in an orderly manner. Each holds 6 packages or 9 juice cans. Load from top... take out from bottom. Give better food inventory control.



**Removable storage dividers** give extra convenience in loading and unloading frozen foods... keep them properly stacked, allow neater storage. May be removed for cleaning.



**Safti-lite** (green) shows that foods are being maintained at proper temperature. *Fast Freeze Fan control* for "twice as fast" freezing or regular "zero-cold" storage. Red light shows Fast Freeze Fan is on.

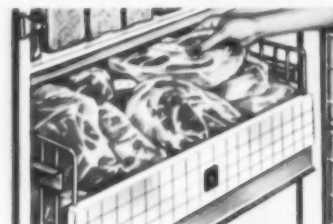
their natural nutritional values better...and there are more



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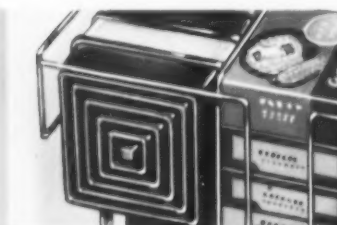


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**Super-st**  
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that hold  
holds up

## CHESTS



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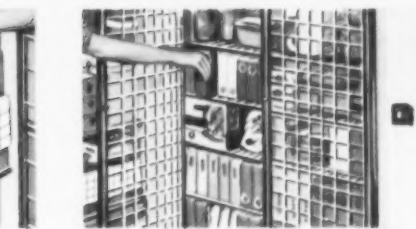


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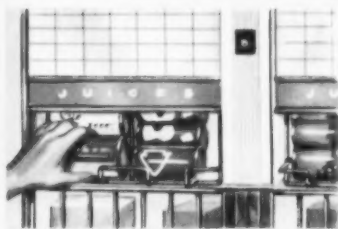


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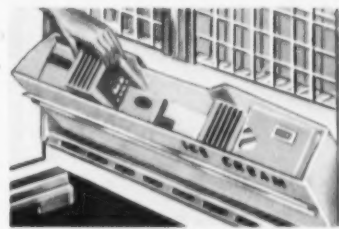
# more convenience features specifically designed for you



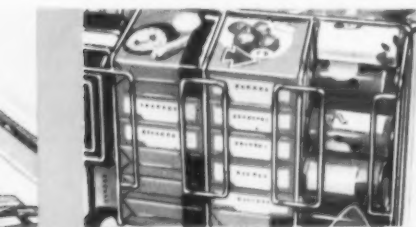
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## PLUS THESE OUTSTANDING QUALITY AND TROUBLE-FREE FEATURES

- Adjustable temperature control.
- Counterbalanced, self-aligning lid on chest freezers.
- Wide, convenient cabinet-collar ledge provides stacking space when loading or unloading.
- All "Imperial" models in pink, yellow, green, or gleaming white.
- Soft interior colors with gold and chrome trim.
- Modern new handle and escutcheon.
- Key-lock to protect your food.
- Bonderized cabinet inside and out.
- Dry cabinet construction prevents sweating of freezer walls.
- Double coat of baked enamel finish.
- 5-year warranty on freezing system.
- 5-year frozen food spoilage warranty.
- Hermetically-sealed advanced design rotary compressor . . . dependable, efficient, economical.
- Underwriters' Laboratory Approval.



# Foods keep their natural nutritional value

A CONVENIENT, ECONOMICAL,  
MORE HEALTHFUL WAY OF LIFE...  
WITH AN RCA WHIRLPOOL FREEZER

**... enjoy greater convenience**

Shop only as often as you want... when the weather is nice. No more rushing to the store at the last minute... it's like having a supermarket in your kitchen.

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Strawberries in December... corn-on-the-cob in March... your family will enjoy a greater variety of foods and a better balanced diet all year long.

**... and save time and money**

Stock up on your family's favorite foods! Buy in quantity at big discounts and special sales... when foods are in season and prices low. You'll find frozen foods are faster and easier to prepare too.



nal value color and flavor...because

**FOOD TEMPERATURES  
WILL NOT VARY  
MORE THAN 1°**

Only RCA WHIRLPOOL Freezers give you four protective features that capture and guard the taste tempting peak of food flavors for months and months. Your food stays at a constant temperature that won't vary over 1° . . . there are no up and down variations that rob foods of their natural flavor, color, texture, and nutritional value.

**tite-seal door and cabinet**

New! Improved! Vacuum tested to make sure there are no air leaks to affect food temperatures. Super-seal, flexing-lip gasket locks out warm air . . . seals in cold.

**high density insulation**

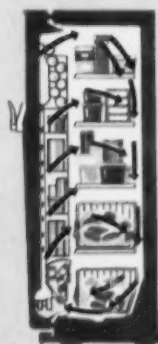
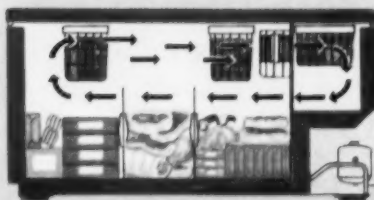
Thick layer of glass fiber insulation is highly efficient in keeping cold in and heat out . . . even though outside temperatures vary as much as 80° F.

**scientifically-spaced freezing coils**

In chest models, scientifically-spaced around all 7 inside surfaces. In up-rights, spaced on 5 fast-freezing surfaces including 4 solid aluminum shelves . . . all foods are on or below a prime freezing surface.

**AND . . . NEW EXCLUSIVE FAST FREEZE FAN . . .  
helps maintain "zero-cold" . . . freezes twice as much, twice as fast**

It sends a blast of "zero-cold" air circulating throughout the interior . . . maintains flavor-saving temperatures everywhere . . . even in the corners and on the door shelves. In the chest freezers, it gives you the added advantage of fast-freezing in 2 ways . . . the direct blast of "zero-cold" air against food in the fast-freeze section — as it's done commercially — freezes them twice as fast, locks in food flavors and nutrition . . . or you have contact fast-freezing on all 7 interior surfaces. In upright models you also have faster freezing — better food preservation because the Fast Freezing Fan constantly circulates air around and past all your food.



# 11 all new RCA WHIRLPOOL freezers give you faster freezing



**IMPERIAL MARK XII MODEL DA12V**  
Net Storage Volume, 12.26 cu. ft.; Capacity, 429 lbs.

**Imperial uprights put months of meals at your finger tips**



**IMPERIAL MODEL DI20V**  
Net Storage Volume, 20.05 cu. ft.; Capacity 702 lbs.

- Exclusive Fast Freeze Fan . . . maintains flavor-saving temperatures everywhere . . . even the door.
- All shelves are primary freezing surfaces . . . all foods directly on or below for faster freezing.
- Automatic Temperature Control . . . preset to hold that "just right" temperature.
- Two Full-Width, Glide-Out Baskets . . . put foods out where they're easy to see and easy to reach.



**IMPERIAL MODEL DI16V**  
Net Storage Volume, 15.97 cu. ft.; Capacity 559 lbs.

- Super-Storage Door . . . with deep, roomy shelves—open grid doors hold everything in place—and 4 can dispensers.
- Ice Cream Storage Bin . . . holds up to 2¼ gallons of your favorite ice cream.
- Safti-Lite . . . shows at a glance that the foods are being maintained at proper temperatures.
- Automatic Defrost Water Disposal System . . . eliminates mopping and muss when freezer is defrosted.
- Solid Aluminum Shelves . . . for faster contact freezing.
- Deluxe Interior Light . . . floodlights the interior for easy selection of foods.
- Available in 4 popular colors . . . pink, yellow, green and gleaming white.

**the custom-designed look**

**in the modern new IMPERIAL MARK XII,**

**MODEL DA12V**

It's the exciting new custom-designed styling that gives you complete flexibility in kitchen planning. You can use it as a free-standing unit, built-around, or completely built-in. And, this "twin" matches perfectly with the Imperial Mark XII Refrigerator . . . companion fresh and frozen food storage in a functional design . . . to complement any kitchen. Yes, the Imperial Mark XII also gives you big capacity with every convenience feature for the finest in food keeping . . . 429 lbs. of frozen food capacity with a storage volume of 12.26 cu. ft. Available with exterior colors of Pink, Yellow, Green or White, and with matching doors or contrasting door panels of Copper-color, Satin Silver or Charcoal, with Satin Silver frame.

**CUSTOM MODEL DC12V**

Net Storage Volume, 12.35 cu. ft.; Capacity, 432 lbs.



**More-for-the-money storage capacity and convenience features**

- Automatic Temperature Control.
- Big Convenience Door . . . with deep, roomy shelves.
- Primary Freezing Surfaces . . . for faster freezing.
- Solid Aluminum Shelves.
- Dry Cabinet Construction . . . prevents sweating.
- Tite-Seal Door and Cabinet . . . keeps cold in and heat out.

**MODEL Y**  
Net St

**Upright**

- Automat
- fuss with
- Super St
- hold odc
- Scientific
- freezing
- 2 Roll-O



freezing... more convenient capacity... modern beauty... in a model su



MODEL YV-15

Net Storage Volume, 14.7 cu. ft.; Capacity, 518 lbs.



MODEL YV-19

Net Storage Volume,  
19 cu. ft.;  
Capacity,  
665 lbs.

### Upright freezers with special storage features for the budget-wise

- Automatic Temperature Control . . . no need to fuss with temperature settings.
- Super Storage Door . . . with deep, roomy shelves, hold odd-shape cartons and packages easily.
- Scientifically Spaced Freezing Coils . . . on 4 fast freezing surfaces, including 3 large shelves.
- 2 Roll-Out Baskets . . . for small packages.
- Juice Can Dispenser . . . holds up to 20 cans, serves them one at a time.
- 2 Package Dispensers . . . hold up to 32 packages.
- Tite-Seal Door, Cabinet . . . keep cold in, heat out.
- Dry Cabinet Construction . . . prevents sweating, no moisture gathers on door or walls.
- Copper and Spice Finish.



IMPERIAL MOD

Net Storage Volume, 20 cu. ft.; Capacity

- Exclusive Fast Freeze Fan . . . freezes twice as much, twice as fast in a blast of "zero-cold" circulating air.
- Special Blast-Freeze Basket and Compartment . . . gives you more fast-freezing capacity.
- 7 Primary Freezing Surfaces . . . for faster "zero-cold" freezing - better storage.
- 3 Handy Package or Can Dispensers.
- Big Convenience Baskets . . . give you more ease to reach "on top" storage.
- Automatic Temperature Control . . . pre-set to hold that "just right" temperature.



MODEL YH-16

Net Storage Volume, 16 cu. ft.; Capacity, 5

Chests that  
you economy  
convenience fee  
for better

WHIRLPOOL freezers give you faster freezing...more convenient capacity

the custom-designed look  
in the modern new IMPERIAL MARK XII,  
MODEL DA12V

It's the exciting new custom-designed styling that gives you complete flexibility in kitchen planning. You can use it as a free-standing unit, built-around, or completely built-in. And, this "twin" matches perfectly with the Imperial Mark XII Refrigerator . . . companion fresh and frozen food storage in a functional design . . . to complement any kitchen. Yes, the Imperial Mark XII also gives you big capacity with every convenience feature for the finest in food keeping . . . 429 lbs. of frozen food capacity with a storage volume of 12.26 cu. ft. Available with exterior colors of Pink, Yellow, Green or White, and with matching doors or contrasting door panels of Copper-color, Satin Silver or Charcoal, with Satin Silver frame.



**CUSTOM MODEL DC12V**  
Net Storage Volume, 12.35 cu. ft., Capacity, 432 lbs.

**MODEL YV-15**  
Net Storage Volume, 14.7 cu. ft., Capacity, 518 lbs.



**IMPERIAL MODEL DI16V**  
Net Storage Volume, 15.97 cu. ft.,  
Capacity 559 lbs.



**More-for-the-money  
storage capacity and  
convenience features**

- Automatic Temperature Control.
- Big Convenience Door . . . with deep, roomy shelves.
- Primary Freezing Surfaces . . . for faster freezing.
- Solid Aluminum Shelves.
- Dry Cabinet Construction . . . prevents sweating.
- Tite-Seal Door and Cabinet . . . keeps cold in and heat out.



**Upright freezers with special storage features for the**

- Automatic Temperature Control . . . no need to fuss with temperature settings.
- Super Storage Door . . . with deep, roomy shelves, hold odd-shape cartons and packages easily.
- Scientifically Spaced Freezing Coils . . . on 4 fast freezing surfaces, including 3 large shelves.
- 2 Roll-Out Baskets . . . for small packages.
- Juice Can Dispenser . . . serves them one at a time.
- 2 Package Dispensers . . .
- Tite-Seal Door, Cabinet . . .
- Dry Cabinet Construction . . . no moisture gathers on coils.
- Copper and Spice Finish . . .

- Super-Storage Door . . . with deep, roomy shelves—open grid doors hold everything in place—and 4 can dispensers.
- Ice Cream Storage Bin . . . holds up to 2 1/4 gallons of your favorite ice cream.
- Safti-Lite . . . shows at a glance that the foods are being maintained at proper temperatures.
- Automatic Defrost Water Disposal System . . . eliminates mopping and muss when freezer is defrosted.
- Solid Aluminum Shelves . . . for faster contact freezing.
- Deluxe Interior Light . . . floodlights the interior for easy selection of foods.
- Available in 4 popular colors . . . pink, yellow, green and gleaming white.

ent capacity...modern beauty...in a model suited to your needs



res for the budget-wise

Can Dispenser . . . holds up to 20 cans, them one at a time.  
Bottle Dispensers . . . hold up to 32 packages.  
Solid Door, Cabinet . . . keep cold in, heat out.  
Solid Cabinet Construction . . . prevents sweating, moisture gathers on door or walls.  
Stainless Steel and Spice Finish.



**IMPERIAL MODEL D120H**

Net Storage Volume, 20 cu. ft.; Capacity, 700 lbs.

- Exclusive Fast Freeze Fan . . . freezes twice as much, twice as fast in a blast of "zero-cold" circulating air.
- Special Blast-Freezer Basket and Compartment . . . gives you more fast-freezing capacity.
- 7 Primary Freezing Surfaces . . . for faster "zero-cold" freezing — better storage.
- 3 Handy Package or Can Dispensers.
- Big Convenience Baskets . . . give you more easy to reach "on top" storage.
- Automatic Temperature Control . . . pre-set to hold that "just right" temperature.



**MODEL YV-19**

Net Storage Volume, 19 cu. ft.; Capacity, 665 lbs.



**MODEL YH-16**

Net Storage Volume, 16 cu. ft.; Capacity, 560 lbs.

**Chests that give you economy and convenience features for better living**

**Imperial chests with new convenience and capacity features**



**IMPERIAL MODEL D115H**

Net Storage Volume, 14.9 cu. ft.; Capacity, 522 lbs.

- Removable Storage Dividers . . . separate the chest into sections for orderly storage and extra convenience in loading and unloading.
- Safti-Signal Lite . . . shows at a glance that foods are being maintained at the proper temperature.
- Fast Freeze Fan Control . . . lets you turn fan on for "twice as fast" blast freezing . . . off for regular "zero-cold" operation.
- Key-Lock . . . guards your precious foods.
- Modern "Square" Appearance . . . blends perfectly in every kitchen.
- 4 Popular Colors . . . pink, yellow, green and gleaming white.



**MODEL YH-12**

Net Storage Volume, 12 cu. ft.; Capacity, 420 lbs.

**MODEL YH-20**

Net Storage Volume, 20 cu. ft.; Capacity, 700 lbs.

- Scientifically Spaced Freezing Coils . . . around all 7 inside surfaces.
- Tite-Seal Lid and Cabinet . . . keep cold in and heat out.
- Laminated Glass Fiber Insulation . . . highly efficient, will not pack down.
- Dry Cabinet Construction . . . sweating is eliminated, moisture never forms on lid or cabinet.
- Fast Freezing . . . on each of the 7 interior surfaces, plus special fast-freezing compartment.
- Convenience Baskets . . . each hold 17 lbs., make foods easy to find.
- Automatic Control . . . no need to fuss with temperature settings.
- Counterbalanced Lid . . . opens at a touch of the handle and stays open.



tion of them going to college, this year's enrollment of 3.2 million students is expected to reach 4.0 million by 1960, and to be doubled by 1970.

For the next ten years our privately supported colleges and universities must have an average of about \$400 million a year above what they can be expected to collect from tuition fees, income from endowment funds, etc.

This figure of \$400 million does not include what is needed for new buildings and equipment. It also does not include help for tax-supported schools above what they get from taxes, fees, etc. Business has given and will continue to give these schools substantial aid. Indeed, almost 25% of the financial help from business for our colleges and universities went to tax-supported schools in 1955.

If aid from business met their needs for increased operating income, the privately supported colleges and universities would be given a decisive lift in performing successfully their part in our system of higher education. They would still have large needs of capital equipment — buildings, dormitories, laboratories — but help from other sources, such as that provided by devoted alumni, where they are well organized, could be expected to go far toward meeting these needs. Also some companies prefer to concentrate on meeting needs of this type.

### **What 1% of Profits Would Do**

But do business firms have the capacity to fill the gap in adequate operating income for our privately endowed colleges and universities without putting an excessive financial burden on themselves? Those who have studied this capacity carefully say that the answer clearly is yes. If, of its profits before taxes — last year an estimated \$43 billion — business were to devote 1% to helping our privately en-

**dowed colleges, it would take care of present operating needs of about \$350 million a year. And the balance of \$80 million would be a big step in meeting their needs for new buildings and equipment, too.**

About one half of a 1% contribution of this sort would, in effect, be made by the federal government. Up to a limit of 5%, contributions of this type are exempt from the federal corporate income tax. For corporations with incomes above \$25,000 per year this tax is 52%.

It is clear that not all business firms are in shape to devote 1% of their profits to aid to higher education. Even in this year of record-breaking prosperity, many of them will have no profits at all. But if business generally would take 1% of pre-tax profits as a target or benchmark for financial help to our privately endowed colleges and universities these institutions would again have sturdy financial foundations.

Relatively this is a very small price to pay (1) to insure a continuing supply of competently trained young men and women and (2) to buttress our freedom by assuring the successful survival of the privately supported sector of our system of higher education.

*This is one of a series of editorials prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nationwide developments of particular concern to the business and professional community served by our industrial and technical publications.*

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*Donald C. McGraw*  
PRESIDENT

McGRAW-HILL PUBLISHING COMPANY, INC.

**Dayflex...** the proven vacuum hose  
that revolutionized the industry!



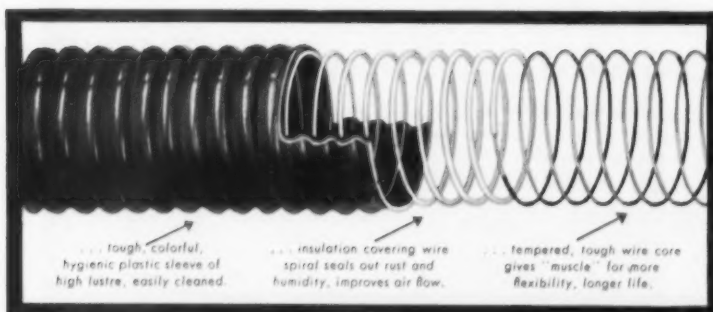
**BUILT TO BEND**  
as easily as your finger...  
the greatest vacuum hose  
development in 30 years!

No wonder the major part of the vacuum industry has already chosen *genuine* DAYFLEX hose as original equipment. Here's the *proven* hose that's trouble-free... made by Dayton Rubber, a company with a quality reputation for over 50 years!

Dayflex gives *extra* sales magic to *any* vacuum; there's *nothing* like it. Here's the lighter, more flexible hose that lightens and brightens housecleaning. Dayton engineers have achieved a handsome, colorful plastic hose with a

lustrous sheen that's easily cleaned with a damp rag. Available in a wide range of decorator colors. It's outstanding for abrasion-resistance and amazingly long service.

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**HIS ALREADY DOMINANT POSITION**  
*in the steadily growing room*  
*air conditioner industry and . . .*

**NEW OPPORTUNITIES OFFERED HIM**  
*in the rapidly developing central*  
*cooling field explain the . . .*

# **Appliance Dealer's Expanding Role in Air Conditioning**

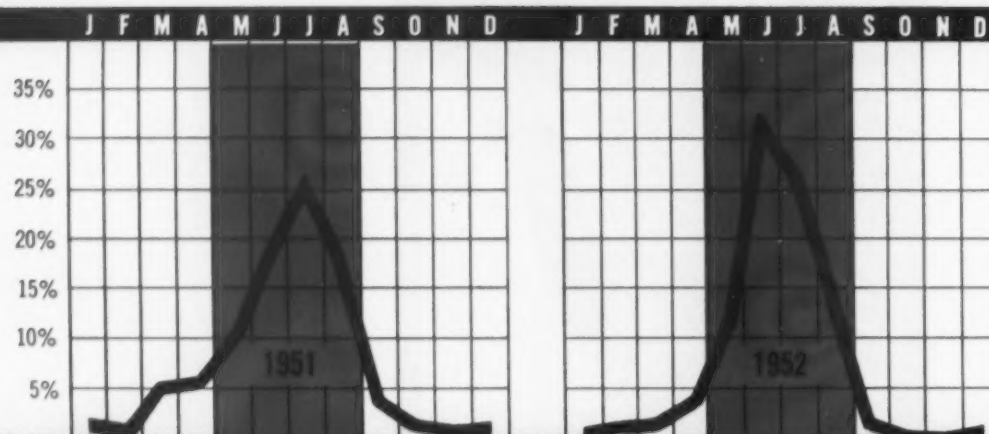
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By TED WEBER, JR.

## It's Still A Hot Weather Business

(Estimated retail sales of room air conditioners in monthly percentages)

Source: Compilation by ELECTRICAL MERCHANDISING



## The Appliance Dealer's Expanding Role in Air

THE appliance industry—and in particular the appliance dealer—has begun to take a fresh look at the whole field of air conditioning.

For years the dealer's primary concern along these lines has been the room air conditioner. There's some reason to feel that as this product matures the dealer's own attitude toward it is undergoing radical changes.

That accounts in part for the "second look" the retailer is currently taking at air conditioning. But perhaps even more important, the dealer is beginning to explore the possibilities in central residential cooling. In this he is being joined by a number of manufacturers, most of whom are becoming increasingly anxious to enlist the support of the dealer.

Since we are dealing here with "attitudes" it is difficult to pinpoint any tangible evidence of such a re-evaluation by dealers. The ultimate effects of such study may, however, have far-reaching effects.

### THE ROOM AIR CONDITIONER

Consider, for example, what's happened in the room air conditioner industry in the past five years.

- Sales have almost quadrupled
- Residential saturation has multiplied six times
- A degree of maturity is becoming evident in an industry which has for years been criticized because of its immaturity.

Each of these developments is important. But for the appliance industry in particular there is still another development which may well be the most significant of all.

Simply put, it comes down to this: the room air conditioner has become a full-fledged appliance. To some this may seem to be a less than world-shaking piece of news. But those who were in the industry in the immediate post-war years will need little reminder that the room air conditioner did not then have a status as a major appliance and that the industry itself was not sure that appliance channels were the proper ones to be used in marketing this new product. In contrast, consider that today:

- (1) an air conditioner has become a basic appliance, an integral part of most full lines
- (2) the appliance trade has set the pace for a product which since 1946 has grown from a \$10-million-dollar business to a nearly half-billion-dollar industry.
- (3) the appliance dealer has become the key retailer in an industry in which he was once virtually an outsider. And, what is most important for the room air conditioner industry—the appliance dealer likes the business.

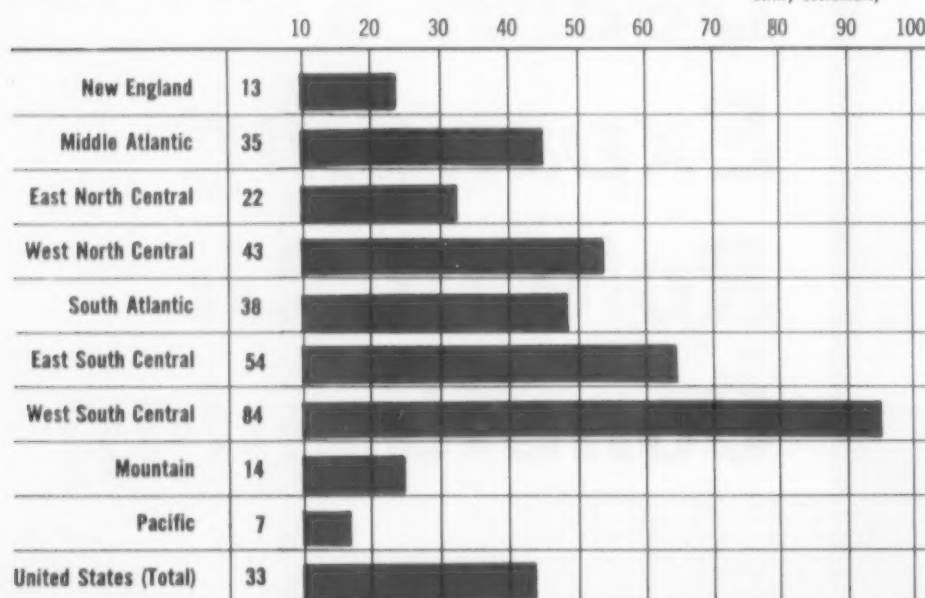
### The Dealer's Attitude

Such affection may not be immediately apparent. The product has its disadvantages—a highly seasonal sales pattern, some installation headaches, and a history of chaotic pricing. Most appliance dealers are more likely to dwell on these problems than on the positive side of the business. But a study of marketing developments in the past five years makes it clear that the room air conditioner has become a very necessary segment of many dealers' business.

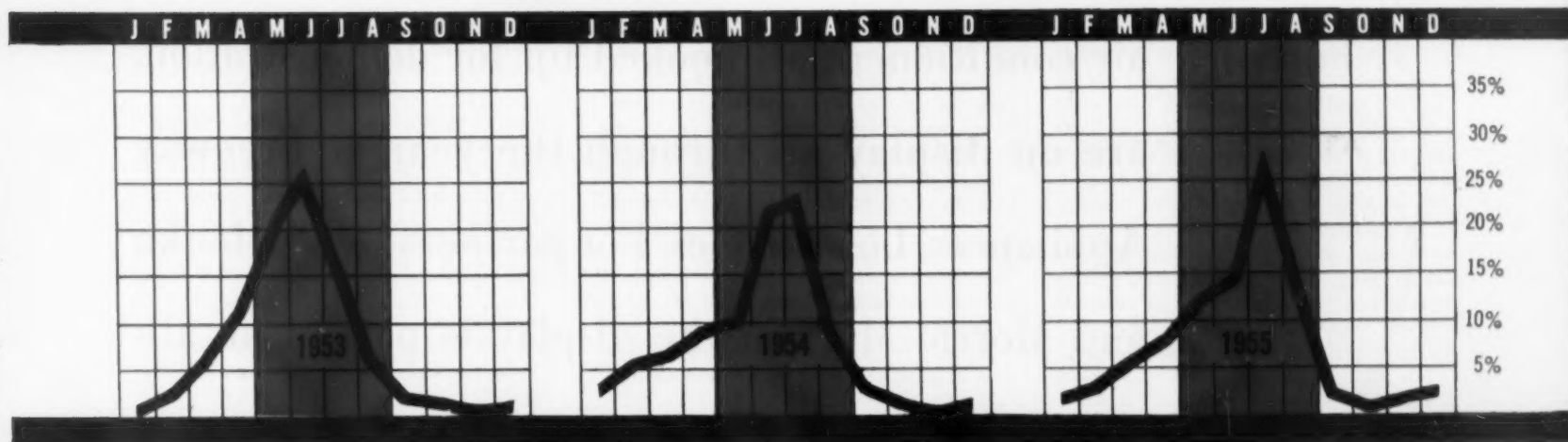
For one thing, air conditioner volume has come into its own at a most fortunate time. In 1956, for example, it helped take up the slack created by declines in refrigerator and TV set sales. It is due to increasing volume in growth products that the appliance industry has maintained its recent rate of growth

### Room Air Conditioners . . . Where They're Sold

(Unit sales per 1000 utility customers)



Source: Compiled by ELECTRICAL MERCHANDISING from reports received from 157 power companies



## Conditioning

and the room air conditioner bulks large as one of the fastest developing of these growth products.

Then too, the seasonal nature of the room air conditioner business is not the complete curse which some think it to be. The fact that air conditioning volume peaks at a time when other products (particularly TV) have a tendency to drag makes air conditioning business more attractive than one might imagine at first glance. Some manufacturers feel that the volume provided by air conditioning during the summer months makes it an essential part of the dealer's business whether he actually makes money on it or not. "It helps him rack up the dollar volume he must have to cover expenses each month," one manufacturer explains. "It carries him through the lean months, even though profits are not always what they could be."

### What's the Future?

Perhaps most important, room air conditioners provide the dealer with a specialty product in a growth stage. Despite the tremendous ups and downs in the market in the past 10 years, sales have increased in each year. And almost every forecaster predicts continuing growth for years to come.

Taken in themselves, these forecasts of industry sales augur well enough for the appliance dealer. But they are even more impressive when one considers that

—in each succeeding year a larger and larger share of the total industry output seems to be sold for residential installation, the market which the appliance dealer dominates most completely.

—the appliance dealer's share of the overall market has grown dramatically since the war and he now dominates the retail end of the room air conditioner business. As the industry's market broadens into wider geographic and social groups the appliance dealer's share may well continue to increase.

The second of these developments is difficult to chart since even today there are few reliable statistics on just who sells what share

of the room air conditioner market. But the statisticians can provide ambitious forecasts which illustrate the first point—how the residential market is growing. Take this forecast prepared by Middle West Service Co. last year:

Year	Unit sales (millions)	% to Residential Customers
1956	1,420	67.0
1957	1,580	72.0
1958	1,770	75.0
1959	1,990	77.0
1960	2,250	78.0
1961	2,540	79.0
1962	2,860	80.0
1963	3,200	81.0
1964	3,590	82.0
1965	4,000	83.0

Hotpoint has also prepared ten-year forecasts and breaks each year's projections down into three categories: residential net additions, non-residential net additions and replacements. This survey shows that 73 percent of 1956 sales represented residential net additions and predicts that this figure will grow to 76 percent by 1961, then return to 73.1 percent by 1966. The non-residential net addition percentage for 1956 was 26.3 percent and this is expected to fall steadily to 12.9 percent in 1966. Replacements quite naturally will account for a bigger and bigger share of the market, increasing from less than one percent today to 14 percent by 1966.

(Dealers responding to ELECTRICAL MERCHANDISING's annual replacement and trade-in survey late last year indicated that 96 percent of current sales were made to homes not already owning such a unit. Twelve percent of the dealers said they accepted trade-ins on room air conditioners but trades were involved in only 1.8 percent of sales.)

The Hotpoint forecasts call for industry shipments to pass the two million mark in 1959, hit three million in 1962 and approach 3.9 million in 1966. Saturation will move from today's 7.6 percent to 16.4 percent in 1960 and 30 percent in 1966. A similar pattern is forecast by Middle West Service. These figures call for a saturation of 16.2 percent in 1960 and 32.4 percent in 1965.

A somewhat more conservative estimate comes from Carrier president Cloud Wampler. He says that retail sales in 1961 will reach 2,150,000 and by 1966 will have

(Continued on page 120)

## The Residential Market for Room Units...Where It's Going

Sources: 1947-57: Actual-ELECTRICAL MERCHANDISING  
1958-67: Forecasts by Hotpoint and Middle West Service Co.

### ACTUAL

As of Jan. 1.	Number of Homes With (000)	Percent Saturation
1947	58	0.2%
1948	77	0.2
1949	110	0.3
1950	146	0.4
1951	227	0.6
1952	345	0.8
1953	575	1.4
1954	1,150	2.6
1955	1,800	4.0
1956	2,585	5.6
1957	3,600	7.6

ESTIMATES				
As of Jan. 1.	Hotpoint	MWSC	Hotpoint	MWSC
1958	4,743	4,400	9.9	8.2
1959	5,044	5,810	11.9	11.3
1960	7,184	6,300	14.1	12.6
1961	8,387	8,410	16.4	16.2
1962	8,811	10,040	16.5	18.9
1963	11,288	11,800	21.1	22.1
1964	12,770	13,600	23.6	25.4
1965	14,257	16,000	25.9	28.8
1966	16,747	18,320	29.9	32.4
1967	17,183	—	30.8	—



Forty-five air conditioners, all hooked up for demonstration, are on display all through the year at Freeway Appliances, Los Angeles. For partners Ben Zelonka and Morrie Markoff the display is part of an all-year campaign that is

## CRACKING THE TOUGHEST AIR



By HOWARD J. EMERSON

**B**EN Zelonka and Morrie Markoff went out of the room air conditioner business in 1952—three years before becoming the largest volume retailers of room air conditioners in the nation's second largest market area, metropolitan Los Angeles, with a volume in excess of \$750,000 for the 1955-56 seasons.

Their concern, Freeway Appliances, went from a loss to a profit in room air conditioning because "... while we were losing money on it, we knew that we were in a business with a billion-dollar potential. So we quit the business for a while," says Markoff. "We wanted time to learn more about the business and to look at every angle of this crazy market

to see if there was a way we could get into room air conditioning and make money at it," Zelonka comments. "When we went back into the business we knew what we had been doing wrong before, we knew what our competitors were still doing wrong, and we had a completely different approach to the business. So far it has paid off nicely and we still have a long way to go."

Ben and Morrie were only two of hundreds of dealers in southern California who had found that the air conditioning boom in the early '50's, which sent prospects to buy room units from sidewalk stocks in the East and Midwest, didn't materialize in southern California. Potential prospects in the Los Angeles basin continued to sweat and swelter, to wipe a brow and peer through smog-irritated eyes at a neighbor and comment "... boy, best day of our lives when we decided to move to

California. Hear about those air conditioners? Would have been just the thing for those terrible hot nights back in New York (Iowa, Ohio, etc.) Glad we're away from all that." Until about the fourth day of a 110-deg. spell, the average dealer was just about as apathetic to room air conditioners—then he would be 'phoning every distributor in town to get a few units for the prospects lined up at his counter, and the distributors, never much more enthusiastic, were 'phoning Phoenix and Dallas for air shipments. With business keyed to hot spells and jittered by dumps from the East, the market was profitable to very few dealers.

When Freeway went back into the room air conditioner business in that market, proprietors Zelonka and Markoff had decided that two factors were evident and must guide their future in the business:

## CONDITIONER MARKET



1. Until refrigerated room air conditioners were an "accepted" appliance—until saturation had reached a point where they would no longer be a novelty, and until nearly everyone had been exposed to their value in the home—a dealer could not build a volume at a profit through simple methods of in-season display and promotion.

2. Until this new appliance was accepted, Freeway would have to build volume through an organized all-year program. Basically, this merchandising approach, now in its third year of success, includes:

a. Investment in an all-year inventory, with "carry-over" a help instead of the catastrophe it is to the in-season dealer.

b. Off-season promotion and development of the commercial and professional markets for room air conditioners, using a specially trained field survey staff.

c. In-season promotion designed primarily to reach pre-sold prospects—those families influenced to the point of purchase by national advertising.

d. In-season promotion designed to reach those homes where room units are an accepted, if not yet purchased, appliance—the friends, relatives and neighbors of those who have purchased air conditioners from Freeway.

e. Investment in a store display that would enable the concern to satisfy the shopping needs of any of the above prospects—the largest working display of room air conditioners in the Far West, if not in the whole country.

How Ben Zelonka and Morrie Markoff made this program produce \$750,000 in room air conditioner volume during 1955-'56 is studied in words and pictures on the following pages.



## OFF SEASON: Freeway reaches those who cool for profit



**NEIGHBORHOOD STORE** might have been destiny of Freeway Appliance if owners hadn't devised successful merchandising program attracting customers from an area larger than four New England states. Store is being doubled in size.



**QUANTITY SALES** off season to motels and builders have become big business since Freeway went all-year in air conditioning. Seventeen Emerson room units were sold to this motel on famous Sunset Strip—also 17 Emerson TV's.

**INVENTORY** is key to reaching this off season market profitably. Below is one-quarter of Freeway's December 1956 stock. Carryover of good buys and end-of-season distributor clearances put Freeway in strong competitive position when most dealers must bid jobs at beginning-of-season prices.



**I**N their new campaign to build volume in room air conditioning, Zelonka and Markoff looked first for a way to spread the business over the year to a greater degree than it then existed for most dealers. They knew that the more level the yearly sales curve, the lower their cost of doing business in relation to volume.

So from a study of their own sizeable, if not profitable past sales record, from national studies, and from their own knowledge of nearby, long established air conditioning markets in Nevada and Arizona, they recognized the potential in off-season sales to commercial and professional establishments. And they reasoned that if it were likely to take a few years for southern Californians to recognize, in advance of a hot spell, the comfort-value of air conditioning, they would turn their efforts toward a select group who could be made to recognize the cash-value of air conditioning in any season.

Beginning in January 1955, Freeway began a direct mail campaign directed to individual doctors as well as the many hundreds of medical centers where groups of doctors join together in operating a private clinic.

These letters to the medical profession—as many as 20,000 have been sent in a season using lists including dentists, chiropractors, etc., as well as M.D.'s—stressed the competitive reasons for air conditioning offices, laboratories and waiting rooms indirectly through featuring the comfort value for patients and technical assistants. And of course, the letters included mention of the room air conditioner's ability to control the smog problem that is more of a problem to southern Californians than is heat.

During these same months, Freeway sent other mailers—usually a form letter attached to several line folders, to special lists of small businessmen in offices, stores, etc. A similar sales story sought their business in advance of the coming of hot weather, with stress on the competitive necessity of providing comfort for customers, the economic value of providing an efficient atmosphere for employees, as well as an appeal to the prospects' own desires for comfort at work.

A third campaign was put into effect by Freeway—this one aimed at the motels that have mushroomed by the thousands in southern California. This potential market is reached not only by direct mail and personal contact, but also through reaching the architects who design the new projects.

These three campaigns for off-season business were started by Freeway only after Zelonka and Markoff had prepared the concern to handle this specialized business. The mailings to the medical profession, the commercial establishments and the motel group all included a return postcard to make it easy

for the prospect to do something right away. The postcard asked Freeway to arrange an appointment for the Freeway engineers to visit the prospect to survey the premises and discuss the type of room air conditioners that would best provide the prospect with "maximum comforts consistent with low costs."

Although any of the seven men on the Freeway sales and management staff can handle these surveys, the concern keeps two men on just that work during January-March. In the beginning, Zelonka and Markoff tried charging a small fee for the survey with the charge rebated if the prospect bought. It didn't work, so they quickly changed to offering a free survey. In spite of what appears to be a high cost for this work during the January-March period of the mailings, the sales more than justify it. (Most sales to these markets are in heavy capacity units that still carry a good profit even at competitive prices.) However, the cost of the surveys can't be charged correctly to just those three months, because the results continue to show through until late summer.

To be able to handle this specialized off-season business in room air conditioners, Freeway has to be ready with inventory. When they went back into the air conditioning business Zelonka and Markoff decided that an all-year inventory would be an advantage—if the stock was purchased at the right price. They had witnessed that most dealers didn't buy at the right price because they wouldn't buy at the right time. Ben and Morrie apparently will buy air conditioners at anytime of the year, if the price is right, figuring that the cost of carrying the stock is less than the difference in what they're paying and what they would have to pay when other dealers are buying. It is not unusual to find the Freeway warehouse with more than 500 room units in the middle of November.

Freeway is making this inventory pay off. Not only is it the basis for much of the in-season promotion, as will be explained later, but it enables the concern to handle immediate delivery on orders from the professional and commercial market, without fear of losing orders to competition should the prospect decide to shop around after Freeway has made its survey and quoted a price.

Many dealers will appreciate the advantage this full inventory gives Freeway when it campaigns for the motel market. Because orders in this market run from 5 to 50 room air conditioners on one ticket, it has become pretty much the province of the distributors for direct selling. However, Freeway has changed the picture somewhat in the Los Angeles area. By buying up distributors' "dumps" at quantity clearance prices during early fall, Freeway can bid many motel jobs at prices below anything a distributor is willing to meet.



## IN SEASON: Freeway seeks prospects presold on cooling for comfort

WITH a sizeable business developed in the commercial and professional markets during the off-season, Freeway is in a strong position to go after the in-season business that extends from April through August in the southern California market. It has its sales staff organized and in action, its displays set up and working, and it need not worry about building inventory at peak prices.

But, when the room air conditioning season starts—at least when the weather is ready if not the public—Freeway has no intention of basing its merchandising on a general effort to convince non-believers that room cooling is a necessity for the family's comfort and health. Zelonka and Markoff tried that and bumped into a stone wall during their first venture with room units.

All in-season promotion by Freeway is directed to that small percentage of the public that is regularly being pre-sold on room air conditioning through exposure to national advertising in magazines and TV or through experience with room cooling in a neighbor's or relative's home. Zelonka and Markoff feel that among the nearly five million people in the Los Angeles metropolitan market, several hundred are being convinced each week that they should at least look into the idea of having a room air conditioner.

### Advertising is Different

This approach requires a different method of advertising than that normally used by dealers in the sprawling Los Angeles basin



**EARLY BUYING** in large quantities replenishes Freeway's stock depleted by off-season sales, prepares concern for tie ins with manufacturer and distributor campaigns. Carrier's room air conditioner manager, Wm. C. Egan, loads company's first 1957 carload shipment to West Coast—bound for Freeway.

**FREEWAY**  
OUR BUSINESS IS "SAVING YOU MONEY"

**BEST**  
Air Conditioner buy

**SUMMER SPECIALS**  
ALL BRAND NEW—5 YR. WARRANTY

★ COOLERATOR 15 H.P.	Reg. 2,699 now <b>\$1,199</b>
★ WESTPOINT 15 H.P.	Reg. 2,299 now <b>\$1,199</b>
★ R.C.A. 14 H.P. 220 V.	Reg. 3,499 now <b>\$1,699</b>
★ MITCHELL 14 H.P.	Reg. 3,499 now <b>\$1,699</b>
★ INT. NAVY 14 H.P.	Reg. 3,499 now <b>\$1,699</b>
★ GEN. ELECTRIC 14 H.P.	Reg. 3,199 now <b>\$1,199</b>
★ WESTINGHOUSE 1 H.P.	Reg. 353 now <b>\$199</b>
★ MATHEWS 1 1/2 H.P.	Reg. 399 now <b>\$239</b>

TERMS AS LOW AS \$10 DOWN—2 YEARS TO PAY

**FREEWAY APPLIANCE** NO. 2-9351  
440 N. Vermont, Los Angeles 10, CAL.  
1 Year Free of Maintenance Service—Guaranteed 24 Hrs.  
FREE DELIVERY—FREE REMOVAL—FREE REPAIRS

**PRICE AND SELECTION** are the appeals that get results for Freeway Appliance after the air conditioning season has started. Advertising is in metropolitan newspaper reaching 850,000 families to get price and selection appeal to few hundred or more who become sold each week on need for room air conditioning as result of manufacturers' national advertising.

where efforts are usually concentrated on a primary market in a radius of two or three miles from the store. To reach this primary market, the average dealer uses one of the many large and successful neighborhood newspapers. To get its message on room air conditioners to the few hundred immediate prospects being pre-sold each week, Freeway uses the Los Angeles Sunday Times which reaches 850,000 families in nine counties of southern California.

Coupled with the metropolitan newspaper advertising is a schedule on both radio and TV. Both are used only in-season, designed to get immediate action from a profitable few of the mass audience they reach.

### Price Gets Attention

This mass approach requires a well-defined method of appealing to the pre-sold prospects. Freeway has found that nothing but nothing has more appeal initially to the pre-sold prospect than price. Other factors enter into the final sale, but to get a good share of the pre-sold prospects down to the corner of Vermont and Melrose, or to get them to send in an order by mail, Ben and Morrie admit that their slogan "comfort is cheaper than you think", coupled with weekly "specials" listing 6 to 10 name brands with "regular and

now" prices, is the most effective method of interesting the pre-sold prospect, whether they are reached by newspaper, radio or TV. Of course, Freeway's ability to attract prospects with very competitive prices is based again on the concern's willingness to buy distributors' clearances and hold them over, also to buy current stock in quantities that give them a competitive advantage over the dealer who is trying to ride through the season with purchases of 6 to 10 units at a time.

While price is the major in-season appeal used by Freeway, once the prospect is in the store he is exposed to as comprehensive a program of selling as can be witnessed anywhere in the country.

Prospects visiting Freeway don't make selections from cartons. They are taken to the largest working display of room air conditioners in the West, possibly the largest display in any retail store in the nation. In-season, up to 45 room air conditioners are displayed and working. Thirty-three are set along one wall, each in a niche, under eight back-lighted panels which present individual stories on the value and use of room air conditioning. Almost every major brand is represented in regular and deluxe models.

While they have turned to seeking only "pre-sold" prospects, and reach them through

**MORE**

# How Freeway sells IN THE STORE

## CRACKING THE TOUGHEST AIR CONDITIONING MARKET continued

price appeal, Zelonka and Markoff refuse to give up selling. Each prospect at Freeway is "educated." He is shown with cut-away models just how a refrigeration-type room air conditioner works. He is told what it does and what it can't do in the home. He is shown why it has to be the right size for the room. He is shown from the display the differences in models, told what the extra features of deluxe models will do. Often, says Zelonka, it may take an hour to go through the routine. And then the customer may leave with the leader model. "But it pays off in the end," he says, "because the customer knows what he has purchased and he is familiar with how it works. He will be more satisfied with it and he will recommend Freeway when he talks to anyone about room coolers. We get quite a few 'shoppers' back here who tell us they went to a couple of other dealers and found that the dealers didn't know anything about air conditioning."

Freeway salesmen go to great pains to try to sell the right capacity for the job the customer wants done. Prospects are asked to draw a sketch of the room, indicating size, doors, windows, wall exposure, etc. From this information the salesman recommends the size unit needed, moving up if it is a borderline decision. Markoff claims that it is better to turn down a sale than let a customer take a unit obviously too small for the job. "The dealer loses in the long run," he says. "Even when the customer insists on a unit that's too small, and is told that it is too small when he takes it, he is going to be mad at the dealer when it won't cool the room properly. It will mean a lot of expensive service calls and maybe an exchange to get the guy straightened out. That's if the dealer wants to make a satisfied customer. If he tells the fellow 'look, you wanted the ½-hp cooler because it was the cheapest—we showed you that only a ¾ would barely do the job and a one-hp would be better. You can go sweat it out,' then the dealer will have an enemy that will run all over town claiming the dealer is a gyp artist. It is better to lose the sale and avoid all the trouble. However, we've found that our idea of taking time to educate the prospect, really show him how air conditioning works, will convince almost everyone that it is the room that determines the size of the cooler, not the purchaser. When we get that idea across, price enters only in comparing brand to brand or in deciding what deluxe features the customer can afford."



**SALES HELP** is available on the floor, not only to take the order, but as above to help prospect find model to fit unusually narrow window opening or other special condition. Salesman offers to survey home if necessary.

When Zelonka and Markoff started their all-year merchandising program for room air conditioners, they put a service department and a parts stock high on the required list. They had enough experience with the air conditioners they had sold to know that ability to provide immediate and satisfactory service is much more important in building good will for the air conditioner dealer than it is for the dealer in washing machines, etc. They knew that they would have to be able to handle a large volume of service at one time, even if some of the servicemen had to sit around during cool spells. They had found that, at least during the early days of room air conditioning in Los Angeles, they couldn't rely on most of the factory service agencies to provide the service they needed to build their reputation. They felt that most factory service was geared to routing schedules and to operating cost formulas instead of to the customers' needs for immediate service. So Freeway built a department that now consists of four men and two trucks.

Even with this service department, Freeway found itself stymied in giving customer service because of an inadequate supply of replacement parts in the Los Angeles distributorships. "You can't convince a customer that you are a good dealer interested in the customer's welfare and the type that should be recommended to his friends when you have to keep him sweating through a couple of weeks of hot weather while the distributor orders a small part from the factory," Zelonka points out. "So we began to build a rather heavy parts inventory of our own—a lot bigger than a servicing dealer should have to carry. Now the parts supply is much better, but there are still many times during the hot weather when other dealers come to us for parts—and some of them were sent by the distributor."

At least 50 percent of the service calls

Freeway gets during the first year result from mistakes the customer makes in installing the unit. "The customer makes the mistake, but he blames the unit and us for selling it to him," comments Markoff. "So we go out and help him, correct his mistakes, and make a good friend who'll tell all his friends how cool and comfortable he is because he had sense enough to deal with Freeway Appliance." This problem is one that is increasing in importance because during 1956 nearly 85 percent of the room air conditioners sold by Freeway were installed by the customers.

Ben and Morris have continued to try to avoid these installation and service problems, but they are faced with a rising trend of cash and carry buying of appliances of all kinds in the Los Angeles area. The Freeway policy offers the customer one year's free service if the unit is brought to the store. Then at the time of each sale, the Freeway salesman tries to sell both an installation contract and a service policy. The concern charges for delivery and installation, \$19.50 for a standard double hung window, \$29.50 for a casement window, \$39.50 for a wall job. The service contract per year is \$7.00 for ½-hp, \$8.50 for ¾-hp, \$10.00 for 1-hp, \$12.00 for 1½-hp, \$15.00 for 2-hp.

### Follow Up Pays Dividends

Freeway's long range plans for merchandising room air conditioners is not predicated on picking off only their share of the few hundred people converted each week to the need for air conditioning. Ben and Morrie are looking already toward the replacement market which is not too many years ahead, and their sizeable investment in service is designed to keep them in touch with the thousands who have bought room units from them. They are looking now at the second and third sale to the homes where they now have one unit sold—believing fully that a large percentage





**CASH AND CARRY** accounts for 85 percent of the sales made by Freeway in the store. Above customer couldn't get RCA-Whirlpool unit in trunk with his fabric samples, ended paying Freeway \$5 for delivery by common carrier.



**SKETCHES** are requested from many store customers so Freeway salesman can determine correct capacity. Prospect is asked to put in windows, doors, indicate exposure of all outside walls, etc.

## How Freeway sells **THROUGH SURVEYS**



**ENGINEERING** a room air conditioner to the specific needs of the prospect is the first step for Freeway's salesman when a couple like the above ask for survey in response to store's advertising appeal or on referral of a previous Freeway customer. Salesman shows prospects existing problem of unit extending over



driveway (left) and (right) shows how a certain model can be suitably installed by cutting into only one of casement windows. Clipsheet contains all of the data he has taken in measuring room, exposure, etc., to figure total capacity needed.

**MORE ▶**



## CRACKING THE TOUGHEST AIR CONDITIONER MARKET (continued)

of the homes in southern California will not go to central air conditioning because they are heated with floor or wall gas furnaces without duct systems.

Already, Freeway is making its past sales pay off. At the beginning of the air conditioning season, when it starts its newspaper, radio and TV advertising, the store sends a mailing to all who have bought a room air conditioner from Freeway. The offer mentions that it is the beginning of the season, with a pitch for Freeway's service department, and then offers a 2-year supply of filters or a

special thermometer to the customer for producing a lead that turns into a sale. This development of referrals is a profitable business.

When the proprietors of Freeway Appliance started an all-year program to sell room air conditioners, and turned to broad advertising media to get their message to pre-sold prospects, they got themselves into a business they weren't planning on but which they are enjoying and now exploiting—mail order, and out of state sales.

Finding that with its new program providing a large stock and wide variety during the

winter months, and its special purchases giving it a strong competitive position, Freeway could compete with local and long established dealers in remote areas. So Ben and Morrie latched onto a good thing—this year they obtained a list of 15,000 prospects in southern Nevada and sent a direct mail piece.

So, the boys that once went out of the room air conditioning business because it was not profitable have returned with a program that has put them far ahead of most of the industry in a market area that has a billion-dollar potential. *End*



**SALES** in the home are frequent for Freeway on survey calls. Most prospects were pre-sold on cooling before calling, only needed to be shown right location, model and installation data, and priced to fit their budget.



**COMPLETE SELLING** job is carried through if prospects want to follow survey with trip to Freeway's store display. Salesman begins with education job using demonstrator to show exactly how a room air conditioner works.



**FEATURES** are easily compared at Freeway's display. Here prospects are shown differences in two Mitchell models. Capacity has been decided

firmly by the survey, their only choice following this is between various brands and in selecting extra features desired.

# YEAR-ROUND FAN PROMOTION BOOSTS HOT WEATHER VOLUME

Fan advertising begins to break in late February at the Gilchrist Co. in Boston, Mass., and there's no let-up until late fall clearance sales have been completed



**IMPORTANT PART OF OFF-SEASON** fan program at Gilchrist Co. is selection of lines and promotional models to be stocked during year. Buyer Bernard Slavin poses here with representative models of his fan stock.



**EARLY SELLING EFFORT** last year at Gilchrist Co. was this "May Days" window. Company uses displays at all the store's branches as part of its fan selling program.

**F**AN business is hot weather business. That's the retailer's traditional reaction to it at any rate. And it's a reaction in which Bernard Slavin concurs—with one reservation.

Slavin, who is buyer of small appliances, housewares and kitchen furniture for the Gilchrist Company in Boston, agrees that heat is the catalyst which makes any fan selling formula click. But he knows from experience that the "reaction" can be extended and intensified through a carefully mapped out program designed to get fans off and running in late winter and to keep them on the move through summer and into early fall.

Such a program has its limitations; weather, says Slavin, can stop even the best conceived season-extending plan from being an unqualified success. He points to what happened in New England last year to show how weather can hurt fan volume.

But what happened last year doesn't change Slavin's belief in the importance of an almost year-round selling program on fans. Gilchrist's program is administered by home furnishings divisional merchandise manager David Maysles and Slavin, working "free hand" within the standard promotional

framework of the seven-outlet department store operation.

## *It Starts in January*

Normally, the Gilchrist fan program begins to take shape each year at the January Housewares Show in Chicago. There, Slavin shops tirelessly, searching for a promotionally priced window fan on which to pivot the entire program. Ideally, he wants a two-model line that can be sold profitably at about \$30 and \$40, with the step-up justified by an easily demonstrated feature or two.

Last year, he found the perfect pair; two 20-inch window units, one an exhaust-only model which he could retail-tag \$28.88, the other electrically reversible and salable at a \$10 jump for \$38.88. He bought 400.

His second annual buying target at the show is an even cheaper promotional window fan, a traffic-builder whose retail is rock-bottom to begin with, and even at that can be conveniently footballed a few dollars when a fast, sure draw is needed. At the 1956 show, Slavin located a 10-inch manually reversible fan that filled this particular bill. He ordered 200, to sell for from \$16.99 down to \$13.88.

With his basic requirements signed and sealed each year, Slavin "relaxes" and shops the show. He notes new models, styles and colors, deciding what fans to pick up in later months if they should become locally available at good lot-prices, and what to sidestep.

Back he goes to Boston, where he buys Gilchrist's prestige fan line, General Electric, from a local jobber. Though Slavin stocks the full G-E line, he leans heaviest on two window models—a 20-inch exhaust fan and a 20-inch electrically reversible unit. Retail priced at about \$39.95 and \$49.95 respectively, these will fit into the store's program as \$10 sell-ups from the two 20-inch promotional window fans he found at Chicago.

## *Selling in February*

Late in February, all Gilchrist stores are readied for the annual March Housewares Sale. Slavin sends skeleton fan stocks from the huge Gilchrist warehouse to the main store in Boston and to the suburban branches in the neighboring cities of Quincy, Brockton, Framingham, Medford and Waltham.

Running from the last week in February through March, this sale marks the kickoff  
(Continued on page 132)

## DESPITE POOR WEATHER...

# Fans Stage a Comeback

By ANNA A. NOONE

**Despite the absence of a sustained heat wave in 1956, unit sales better 1955 totals by more than a million and come near equalling the record set in 1954. Roll-arounds and window and kitchen ventilating models show the biggest gains**

**I**n spite of spotty, unfavorable weather throughout the 1956 fan season, overall fan industry totals reached 6,590,000 units, exceeding 1955 volume by well over a million units and almost equalling the record year of 1954 when 6,880,000 units were sold.

Pre-season buying, we are told, was good. Early hot weather, however, which occurred only in the North and East, was of too short duration. True, this early but short 30-day June heat wave depleted most distributor stocks to a point where they re-ordered in large quantities because the summer was young. However, the heat passed as quickly as it arrived, and the balance of the summer was cool. Result: considerable quantity of fan stocks were carried over by distributors, especially in the North and the East. In the rest of the country summer heat came too late and passed too quickly. There was no sustained heat wave anywhere in 1956.

Geographically, the strongest 1956 markets were the Eastern seaboard, down through Florida, upper Midwest and lower West Coast. Specifically, Chicago, Philadelphia, Washington, New York and the New England States in about that order. The Northeast is also said to have had one of its best fan years.

The Midwest and Southeast, including the Central Plains didn't have sufficient night and day temperatures to build interesting volume. Also disappointing was the Pacific Coast area, which normally gets fan weather in September and October. This did not take place in 1956.

### Sales by Types

As usual, our accompanying two-year fan sales table is broken down by the most commonly known six categories: attic, desk and bracket, hassock, kitchen ventilating, window and portable roll-arounds.

Comparing 1956 unit volume with 1955 shows that greatest increases occurred in (1) portable roll-arounds (63.6 percent ahead of 1955); (2) window ventilating, (53.5 percent gain over 1955); (3) kitchen ventilating fans, (33.7 percent ahead of 1955). Hassocks showed greatest declines (46 percent). On the other hand, desk and bracket fans almost held their own with a drop of only 5 percent from 1955 sales.

### Window Fans

A look at the same two-year table depicts progress of window fans as they capture a larger percent of the fan total each year.

Included in window fan classifications are a variety of styles: permanently installed units, manually and electrically reversible; portable snap-in-snap-out models that feature manual and electrical reversibility. These snap-in portables are frequently referred to as "all-purpose", "utility" or "turn-arounds." They can be converted quickly to many uses in the home. Usually they have convenient handles to implement their utility and portability, and their box-like design makes them equally suitable for all fan requirements. There appears to be a trend toward portables, away from the installed type window fan. The consumer seems to appreciate that a portable fan has many advantages over a fan which is fastened in the window and is therefore immobile.

Last, but not least, are the twin-fan window models, particularly suitable for casement-type windows. A large majority of twin-fan buyers, however, are reported as using them in regular sash windows.

In addition to electrical reversibility, 1956 window fans feature such advantages as 3-speeds; retractable handles; pushbutton controls; automatic thermostats; safety lights and detachable panels. All these features, we are told, have intrigued buyers and enhanced sales tremendously.

Most manufacturers, distributors, and dealers participating in this market study concede that the 20-inch window fan size is most popular—"the top seller." However, a few important brand makers say their biggest volume was in the 18-inch size. And a breakdown of window fan sales by

(Continued on page 136)

Table 1 — WINDOW FAN SALES, BY SIZES

	1956		1955	
	Units	% of Total	Units	% of Total
17" & Under	12,500	6.2	23,514	7.8
18" — 21"	112,000	55.7	174,360	58.1
22" — 27"	68,000	33.9	96,895	32.3
28" & Over	8,500	4.2	5,279	1.8
	201,000	100.0	300,048	100.0

(Members of Air Moving and Conditioning Association, Residential Fan Div.)

Table 2 — WINDOW FAN SALES, BY PRICES

List Price:	1956		1955		
	Units	% of Total	Units	% of Total	% Change '56 vs. '55
Under \$ 20	502,920	36.2	245,899	29.0	+104.5
\$ 20 — \$ 40					
\$ 40 — \$ 60	545,423	39.3	216,481	25.5	+151.9
\$ 60 — \$ 80	296,513	21.4	348,223	41.0	- 14.8
\$ 80 — \$100	43,543	3.1	38,660	4.5	+ 12.6
\$100 & Over					
	1,388,399	100.0	849,263	100.0	+ 63.5

(NEMA Members Only . . . Not Industry)



### HERE'S HOW 1956 FAN SALES . . .

	ATTIC	DESK AND BRACKET	HASSOCK	KITCHEN VENTILATING	WINDOW VENTILATING	PORTABLE ROLL-ABOUTS	ALL TYPES
UNITS	110,000	2,400,000	135,000	1,150,000	2,525,000	270,000	6,590,000
% OF TOTAL	1.7	36.4	2.0	17.5	38.3	4.1	100.0
AVERAGE PRICE	\$125.00	\$19.95	\$49.50	\$34.95	\$47.50	\$67.00	\$37.40
RETAIL VALUE	\$13,750,000	\$47,850,000	\$6,682,000	\$40,192,000	\$119,937,000	\$18,090,000	\$246,501,000
% OF TOTAL	5.6	19.4	2.7	16.3	48.7	7.3	100.0

### COMPARED WITH 1955 LEVELS . . .

	ATTIC	DESK AND BRACKET	HASSOCK	KITCHEN VENTILATING	WINDOW VENTILATING	PORTABLE ROLL-ABOUTS	ALL TYPES
UNITS	140,000	2,525,000	250,000	860,000	1,645,000	165,000	5,585,000
% OF TOTAL	2.5	45.2	4.5	15.4	29.5	2.9	100.0
AVERAGE PRICE	\$125.00	\$19.95	\$41.86	\$35.00	\$49.95	\$77.50	\$36.42
RETAIL VALUE	\$17,500,000	\$50,373,000	\$10,464,000	\$30,100,000	\$82,168,000	\$12,787,000	\$203,392,000
% OF TOTAL	8.6	24.8	5.1	14.8	40.4	6.3	100.0

### THAT'S A PERCENTAGE CHANGE OF . . .

	ATTIC	DESK AND BRACKET	HASSOCK	KITCHEN VENTILATING	WINDOW VENTILATING	PORTABLE ROLL-ABOUTS	ALL TYPES
IN UNITS	-21.4	-5.0	-46.0	+33.7	+53.5	+63.6	+18.0
IN DOLLARS	-21.4	-5.0	-36.1	+33.5	+46.0	+41.5	+21.2

Table 3 — DESK-BRACKET-PEDESTAL FAN SALES,  
BY SIZES (16 Inches and Under)

	1956		1955	
	Units	% of Total	Units	% of Total
12" and Smaller, Non-Osc. A.C.	582,170	35.7	304,000	22.3
10" and Smaller, Osc. A.C. & D.C.	493,048	30.2	508,568	37.3
12" Osc., A.C. & D.C.	372,017	22.8	365,978	26.9
16" Osc., A.C. & D.C.	184,404	11.3	183,621	13.5
	1,631,639	100.0	1,362,167	100.0

(NEMA Members Only . . . Not Industry)

Table 4 — DESK-BRACKET-PEDESTAL FAN SALES,  
BY PRICES (16 Inches and Under)

	1956		1955	
	Units	% of Total	Units	% of Total
List Price:				
Under \$20	1,019,846	61.3	708,082	50.4
\$20 — \$40	452,968	27.3	499,643	35.5
Over \$0	190,059	11.4	198,161	14.1
	1,662,873	100.0	1,405,886	100.0

(NEMA Members Only . . . Not Industry)

# Central Air Conditioning's a Breeze . . .

. . . for the dealer who pushes these big-ticket cooling-heating systems. Financing in this multi-million-dollar virgin market is handled on a no-risk FHA basis, and a minimum of sheet metal work is required

By TOM F. BLACKBURN

**A** FEW years ago, the average appliance dealer was awaiting the arrival of the central air conditioning market. He peered down the merchandising pike, saw nothing, and turned his attention back to prosaic refrigerators and ranges, for which there was a market, saturated or no.

Today, a glance in the direction of central air conditioning reveals a very different picture. This market isn't merely en route anymore—it's here!

In 1954, according to Carrier Corp., only 120,000 central systems were sold. That figure was doubled in 1955, trebled to an estimated 360,000 last year. One of the industry's front-running manufacturers sees aggregate sales of 540,000 systems this year, 700,000 in 1958.

Though tight mortgage money has slowed new home building in recent months, houses are still going up, and selling, at a good clip from coast to coast. Millions of homes with forced air heating represent a multi-billion-dollar market for central air conditioning.

Five million older houses with hot water or steam heat mean another tremendous central system market worth about \$4-billion—tougher to sell, perhaps, but there nonetheless. Finally, 17-million homes with no central heat, most of them in the south, are waiting to be cracked by adept air conditioning salesmen, and should produce a \$10-billion volume.

Probably the best market to zero in on are the 6.5-million homes with forced air heat (a potential of \$8-billion), because original ducts may be used to serve the new system. If only cooling is desired, a cooling unit may generally be hooked into the existing system.

If both heating and cooling are in order, the original furnace must be replaced with a two-way central unit, but the old ducts may still be used. Certain central air conditioning units are designed for attic installation, and these, of course, require new ductwork.

With all this emphasis on ducts, does the central air conditioning dealer have to be a "tin knocker," proprietor of a sheet metal

shop? Not at all say successful retailers. Modern ducts are pre-fabbed for easy assembly, and can be rapidly cut to length with tin shears. These, together with wooden mallet, rule and hammer, are practically the only tools required.

One other "tool" the dealer needs is an ability to figure heat loss, enabling him to apply central air conditioning to any type and size of house and make it work. This, of course, necessitates pre-installation surveys.

One of the brightest spots in this whole bright picture has to do with credit. As a permanent part of the home, central air conditioning qualifies for FHA loans. The dealer gets his money right off the bat, and never has to discount his own paper.

The ticket on central air conditioning is big, margin is good, the market is excellent and improving day by day. If there ever was a ground floor to get in on, this, in the opinion of plenty of manufacturers, distributors and dealers, is it. *End*



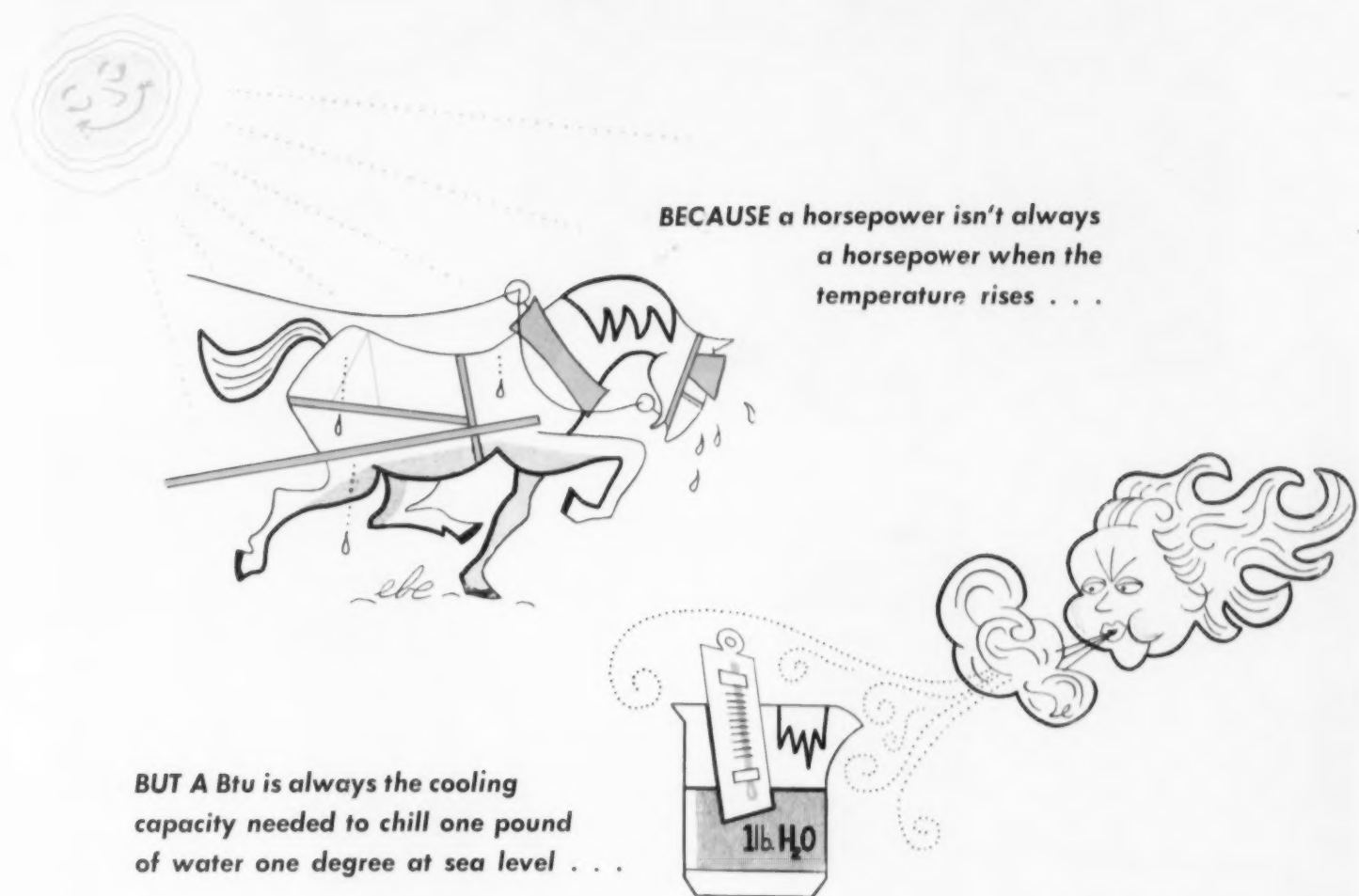
**DISPLAY SELLS** for Arthur Harris, owner of Raytown (Mo.) Appliance Co., shown working from sample cooling-heating central system in his store.



**NO TIN KNOCKER** is Harris, yet he assembles pre-fabricated ducts without difficulty.



**UP AND IN** goes attic-type central air conditioner. Most units are built for cellar installation.



The Air Conditioning & Refrigeration Institute is pushing Btu as a

## Universal Yardstick for Air Conditioners

By HARRY GRAYSON

**B** RITISH Thermal Units—"Btus" for short—may spell out an answer to a big problem in air conditioning. At least the Air Conditioning & Refrigeration Institute believes it is an answer. Some manufacturers are not so sure.

The problem is need for an accurate, crystal-clear term to describe the cooling power of a room air conditioner. ARI, recognizing the failings of "ton" and "horsepower," has hit upon the use of Btu.

ARI and some manufacturers point out that "ton" and "horsepower" were fine in their day, but that times have changed and so have air conditioners. It used to be a simple matter of a one-horsepower motor driving a condenser that would deliver one ton of refrigeration.

The introduction of air-cooled units has been a major factor in changing this. There is a reduction in such a unit's cooling power in proportion to increased outside tempera-

ture. Hence a  $\frac{1}{2}$ -ton unit, for example, does not always deliver  $\frac{1}{2}$  of a ton of cooling power.

Design changes in units have created differences too. In small units particularly, design engineers have made departures in size of coils, etc. Some units deliver more output from the same frame size than they did during the early days of air conditioning.

Proponents of the ARI plan therefore believe that a rating in Btus, arrived at under universally similar testing conditions, would constitute a more accurate measurement than present standards.

Advantages for the dealer and the public fall under the categories of protection and clarity.

First of all, the plan's proponents argue that Btu ratings would protect dealers. With tested Btu ratings on his air conditioners, a dealer can assure his customers that the absence of such a rating on a competitor's units constitutes an admission that the competing units are not as good.

Once the majority of manufacturers cooperate—"everybody is honest," so to speak—the dealer can concentrate on selling the features of his units instead of competing with nebulous cooling power claims.

This, then, is a protection that dribbles down to the consumer. And the consumer should clearly understand that units with higher Btu ratings offer more cooling capacity.

At present, ARI isn't asking for much regarding its program. The Institute simply wants manufacturers to comply with unit requirements specified in its standard 110-56 and to list the Btu-power of their units on their specifications sheets. This, ARI managing director George S. Jones, Jr., contends, should establish a uniform method of rating air conditioners and comparing their cooling capacities.

Eventually, of course, the program might reach beyond specifications sheets into the realm of trade and consumer advertising. At

(Continued on page 140)





Carl Barlow hasn't quite cornered the Tulsa air conditioner market, but his program of early-bird advertising, service and installation extras, and expert salesmanship earns him an annual volume of . . .

**\$300,000**  
**in Air Conditioners**

**C**ARL Barlow of Alhambra Appliances, Tulsa, Oklahoma, does a \$300,000-a-year volume in room air conditioners. Eighty percent of his sales are made before June 30.

"If you don't sell them early," Barlow figures, "you're going to find competition stiffer, particularly on price, and you're liable to end up not selling them at all if the weather proves to be cooler than usual."

Like many other states, Oklahoma not long ago experienced unstable weather. Two years ago, 100-degree temperatures were commonplace; the next year, nary a day over 100 degrees was recorded, and many dealers were left holding a big bag of inventory.

#### **Ads Begin In January**

Barlow starts his program early. It begins with 400 inches of advertising in January.

February and March find him placing 750 inches per month in Tulsa newspapers. From April through July, the monthly budget calls for 1,000 inches. Overall, Barlow spends about five percent of his gross to advertise. In addition, he uses billboards during May only—36 of them at a cost of \$660, which is split with the distributors of the two lines he carries, General Electric and Fedders.

After July, he advertises air conditioners

only occasionally, usually "dumps" by manufacturers at special prices.

In his pre-season program, Barlow's policy is to sell at list price. His ads carry a large "Free" which offers customers who buy at list 220-volt wiring, installation, warranty and no carrying charge.

If a customer doesn't want to pay list, he trims the price, but will deduct one or all of the free extras he offers. He figures wiring costs \$65, installation \$5, carrying charge \$30 and warranty \$10.

#### Comes Out Ahead

Consequently, Barlow usually comes out over his \$40 "low" profit. If he sells "free wiring," for example, he can actually get it done for \$50 or less, though he figures \$65. Sometimes it does cost him that much, but only in rare cases where wiring in a home is especially poor.

People are more interested in the services you offer them, Barlow believes. You can't give them these services and still cut prices. Besides, he adds, when they see the big "free" in the ads, price becomes less important. They want the "free" items.

In addition to pre-season advertising, Barlow prepares postcards for mailing around March 1, suggesting a servicing job on old customers' air conditioners. Special "spring-time" prices are quoted—\$5 for dismantling the unit indoors, cleaning the filter, checking the fan and other parts, or \$9.95 for taking the unit outdoors, washing and cleaning it. Parts are extra.

#### Customer Gets Brochure

After this is done, servicemen suggest the customer may want a second or replacement unit. They don't try to sell. They place the thought in customers' minds, give them a brochure on the new models and urge them

to call Alhambra appliance if they want to buy.

The spring service program has proved effective since it gives servicemen a chance to see the old customers' air conditioners and report to Barlow on whether or not new or second units are in order. If they are, salesmen will contact these people.

By selling new units to these old customers and calling persons who have purchased other appliances, Barlow has built a following of steady customers. These, together with the new prospects secured by newspaper advertising, keep his three salesmen busy enough. There's no need to cold canvass.

#### Prefers Store Visits

The Tulsa dealer is a firm believer in getting prospects into the store, rather than having his salesmen work in living rooms.

"It's better this way," he says. "We can show them our full line as well as the cut-away and demonstration air conditioners. If a prospect is in doubt about a unit's capacity, a salesman will visit his home to see if the preferred model will adequately cool the area.

"We won't sell a unit unless it's going to be satisfactory," Barlow adds. "Steady customers are the basis of our business and we simply have to hold onto them."

#### Work On Commissions

Salesmen work on commission, getting 25 percent of the gross profit. Most sales are on credit. On short notes, Barlow carries his own paper. Long-term paper is handled by General Electric Credit Corp.

Barlow is proud of his air conditioner sales record. He has established it through a well coordinated program of heavy advertising, "free" extras and heads-up salesmanship, launched early and sustained through the season. *End*

## ADQUARTERS ERAL ELECTRIC Air Conditioner



**AD DRIVE BEGINS** in January with 400 newspaper inches, builds to 1000 inches per month from April through July.



**SOWING THE SEED** of a second air conditioner purchase in the mind of a consumer whose room cooler he has "spring cleaned," departing Alhambra serviceman leaves literature.



**ON THE SIDEWALK**, in the window, under the marquee, graphic indications of the coming room air conditioner season bloom like April flowers at Alhambra Appliance. These, and reminders in local newspapers, billboards and through "throw-aways" are all part of Carl Barlow's pre-season sales indoctrination of local residents.



**IN THE STORE** is where Carl Barlow prefers his salesmen to close, since floor displays and demo models help give prospects the complete air conditioning picture.

# HOW TO MAKE A \$5000 PROFIT



WITH CHRISTMAS trees, candy and an interest-paying layaway plan, dealer Duke Doyle of Dallas, Texas sold 158 room air conditioners in December.

During the summer Duke Doyle was lucky to make \$10 on an air conditioner. But in December he picked up a distributor's inventory for \$135 a unit, sold 158 pieces for a profit of \$34.95 each

**A** BITTER cold Texas norther and Christmas time failed to discourage Dallas, Texas, dealer Duke Doyle. He went out and sold 158 air conditioners during December at a better profit than he was able to get during the hot summer months.

"Being alone in this winter promotion avoids having to fight stiff warm weather competition," Doyle says. "I purchased a distributor's complete inventory of 1956 Fedders window units for \$135 apiece. I sold most of them for \$169.95. (Persons who clipped a \$5 bonus coupon from his news-



# ON ROOM COOLERS IN DECEMBER



**EACH CUSTOMER** who made a \$5 down payment on an air conditioner during the month of December was given a "bank book" in which subsequent payments—all paying him six percent interest—would be recorded.

paper ad got the units for \$164.95). This is far better than the average of \$10 per unit gross profit that was customary last summer in the Dallas market."

## Doyle Bides His Time

To prove his point, he recalled that a local department store purchased several hundred of these same units during late summer but sold them for \$149.95. Doyle bided his time and it paid off. By buying the distributor's remaining stock, he not only sold at a higher price but was able to guarantee this price as the low mark in the Dallas market.

"Not only did I sell every one of these air conditioners, but I was able to create extra traffic in my store for other merchandise. Though most of the store visitors just expressed interest in my other lines, quite a few of them purchased other appliances," he adds.

A big five-column newspaper ad opened the promotion. In it, readers were offered an unusual layaway plan and no charge for storage until May.

Customers select the model they want with a minimum of \$5 down. Any further deposits up to May 1 are credited to a Duke Doyle Savings Account which the store opened for purchasers. Through this program, the total amount in the account on May 1 will draw interest at the rate of 6% per annum. At the time of installation, total savings (including interest) will be deducted from the cost of the unit. To further the Christmas spirit, cooler buyers received free Christmas trees which the store bought to give away with each purchase of \$5.95 or more. Doyle bought several hundred trees from a local civic club to aid its needy children program.

## Bank Book Given Buyers

To add a little realism to the savings program, he gave the customer a bank book for payment entries.

"The use of the bank book had another purpose. It was a constant reminder to purchasers to make payments on their account

IT PAYS TO BUY FROM DUKE DOYLE

## HUGE WAREHOUSE CLEARANCE SALE

158 Grand New Factory Fresh **FEDDERS** Powerful Air Conditioners

### MUST BE SOLD THIS WEEK!

There's the chance you have been waiting for to buy at the lowest possible price a powerful and dependable FEDDER, the air conditioner that was 100% built in America. The fact that you can now buy 158 of these units in the warehouse and in selling them the most of absolutely the lowest price by all over the city is a real chance for a Fedder Air Conditioner.

**TREMENDOUS LOW WINTER SALE PRICES**

**\$5 DOWN**

**And Read This...**

**DUKE DOYLE'S NEW LAY-AWAY PLAN ON AIR CONDITIONERS PAYS YOU 6% INTEREST**

**Here's How It Works:**

1. Select the model you want and pay for it in the cash price. The layaway plan is a guaranteed method of getting your air conditioner at a low price.
2. Deposit \$5.00 down.
3. You will have your air conditioner in your home at the same charge.
4. You can deposit any amount you wish and we will add the total.
5. All the interest on your Duke Doyle Savings Account.
6. At the end of the layaway plan you will have a savings account. A fee deducted from the cost of the air conditioner and the remaining balance of your money added to your cash.

**BUY YOURS TODAY! Start Earning 6% Interest**

**FREE** 6-Fl. Christmas Tree With Any Purchase of \$10 or More

**SPECIAL!** 10 Year Guarantee on All Units

**EXTRA OFFER** \$5.00 LAYAWAY COUPON

**Duke Doyle** Home Appliances

Open Daily 9 a.m. to 9 p.m.  
Sat. 10 a.m. to 8 p.m. — Sun. 1 to 5 p.m.

**THIS IS THE AD** that drew the customers for Doyle's 158 air conditioners. People who brought in the coupon got a \$5 discount on the advertised price.

since it meant extra money in interest. It also served to get these customers back to the store frequently to be exposed to our other merchandise. Not the least of it all, I figure that with the store's name boldly imprinted on the book and the book laying around the house, our store name will be prominently known around the household," Doyle adds in conclusion.

Although the units sold for \$169.95, or \$164.95 with the coupons, Doyle's margin will be cut slightly when he deducts the amount of interest due on the accounts. However, he reasons, with few persons putting the full amount of the unit in the fund and interest payments drawing only  $\frac{1}{4}$  of 1% a month from December until May 1, he still will be making a good profit.

Newspaper advertising was used to promote the warehouse sale. Doyle puts ad costs at \$2,600, most of it co-oped by his distributor.

The store will install the units when customers want them, but the cost of this and service are extra. End

# MAJOR APPLIANCE SERVICE

## 3. Repairing Automatic Washers

Basic to the service of automatics is an understanding of the function and interrelationship of their various parts. Once you've learned them here you'll find that actual service is similar to working on conventional machines

By P. T. BROCKWELL, Jr.

**A** FEW automatic washer servicing techniques are similar to those used for conventional models. Hence, if you have repaired conventional washers you should experience little or no difficulty in stepping up to automatics. Notwithstanding, we shall presume that you are at least familiar with the general principles and servicing methods discussed in the preceding installment on repairing conventional washers in order to avoid unnecessary repetition here of what has been adequately covered already—which means that some cross references are to follow. For that reason you may find it a convenience as you study this article to have nearby a copy of last month's *ELECTRICAL MERCHANDISING*.

Now, if you are all set, let's begin by discussing what several types of automatics are expected to do.

### What An Automatic Will Do

**A Fully Automatic Washer** will wash, rinse, and damp-dry a load of clothes in one automatically controlled cycle with no further attention from the operator after she has put the clothes in, set the control, and added soap or detergent. In addition to the ordinary washing phases, some automatics are equipped with a soak cycle which precedes the washing period.

**A Semiautomatic Washer's** control fea-

tures vary somewhat from one brand to another. Many of these will wash a load of clothes for the time selected on the control dial, damp-dry them, and empty itself automatically, after which the user must again fill the machine with water and start it for a short cycle for rinsing. Obviously, any semiautomatic requires more attention from the operator than a fully automatic model. It is therefore important for you to remember when checking a semiautomatic machine for operating faults that you do not expect it to do more than its manufacturer intended.

### Some Contemporary Designs

**Washing Principle.** A number of manufacturers employ the "tumble" action by which the clothes are tumbled about in a revolving cylinder that is partially submerged in the wash water. Most of the others use some form of agitator action. Over the past few years variations of the familiar fixed-center oscillating agitator have been devised; several makes are now equipped with an eccentric-type drive, and at least one other uses a pulsating action in which the agitator moves rapidly up and down.

**Damp-Drying.** One manufacturer employs a collapsible tub which folds inward after draining, for the pump continues to run thereby drawing a partial vacuum in-

side the tub with the result that the clothes are squeezed damp-dry against the agitator. The spin-dry principle, which utilizes centrifugal force to extract water from the clothes, is common to virtually every other model.

### Principal Electrical Parts

**Timer.** The most common type of time control comprises basically an electric clock motor, a bank of switches, and a rotor consisting of a number of cams which actuate the switches to energize the various control circuits at the proper time. See Fig. 1.

**Driving Motor(s).** The washer and its pump (or pumps) are powered by a standard fractional horsepower motor (or motors).

**Solenoids.** Wash, spin, and pump clutches; water intake and drain valves and the like are actuated by solenoids in all but a few makes.

**Control Circuit Designs** vary with different manufacturers, but if we present here an explanation of what goes on during one cycle of operation in one type of control, that will suffice to acquaint you with the general principle. Let us use as an example a tumble action machine with a two-speed transmission, the low speed for washing and deep rinsings, the high for damp-drying. With no neutral shift in this kind of mechanism, the cylinder will revolve at low speed at all times when the motor is run-

ning except when the spin clutch is engaged by the energizing of its solenoid. And the pump, being directly driven by the motor, will run whenever the motor is operating also, but it will not draw water from the washer until the drain valve is opened by the energizing of its solenoid. The intake water valve is actuated by two solenoids, one for hot water and the other for warm whereby the user may choose one or the other for the wash cycle only in this model by moving the selector switch.

In order to simplify this preliminary description of one cycle of operation, however, we shall ignore for the time being the hot-or-warm water selector, the soak period, and spray rinsing. Use the incomplete wiring diagram in Fig. 2 for this discussion.

When the control dial on this machine is moved from *Off* to *Wash*, one cam on the timer rotor will close the Switch A (Fig. 2) which energizes both the timer motor and the machine motor; and since that switch will remain closed until the rotor has made one complete revolution which will bring it back to *Off*, we can forget it.

Simultaneously, a second cam will close the circuit (Switch C) to the intake water valve solenoid so that water will enter the washer. And although this switch will be held closed by its cam for a large part of the wash cycle, the water will be shut off automatically at the proper level in the washer by the float switch which will open the opposite pole in the supply circuit leading to the water valve solenoid. The float switch is shown at the lower right of Fig. 2.

When the control has advanced to the end of the time selected for the wash period, still another cam will close the circuit (Switch B) to the drain valve solenoid in order to drain the sudsy water from the tub. The drain valve will remain open until the next fill stage. (It is here that a spray rinse takes place to dissipate the suds but, as previously mentioned, we shall disregard this action for the moment.) Then to conclude the washing stage, the timer will call for a short extraction period by closing the Switch D to energize the spin-clutch solenoid—but note that this circuit cannot be completed until the float switch has been closed by the emptying of the tub. This safety feature, used in many models of this kind, prevents possible motor burn-outs by forbidding the machine to shift into high speed while water is in the tub.

Next, Switches B and D are opened by their respective cams thereby shifting the mechanism back to low speed and closing the drain valve; and Switch C is closed by its cam to admit water for the first deep rinse. Keep in mind that a deep rinse stage with respect to the action of the control is the same as a wash period, but shorter, for the clothes are simply tumbled about for a few minutes in the rinse water; the washer then drains, and an extraction period follows. The number of deep rinses vary with different models; there may be up to three.

Finally, the Switches B and D will be closed by their cams for the concluding damp-dry period. Just before shutting off, some models will shift to low speed for a

brief period of tumbling which is intended to fluff the damp-dry clothes. So much for the rudiments of a control system.

To illustrate what is used in actual practice, the incomplete control diagram in Fig. 2 must be enlarged as shown in Fig. 3. First of all, note that Switch F has been added to the timer, but this is nothing more than a short-circuiting switch tapped off the float switch loop. Its purpose is to make possible the spray rinse which follows the wash period. In other words, water can be admitted to the washer with Switch F closed even though the float switch is open. Now note that Switch B has been enlarged to a double-throw (B-E). It is through the Switch E that water is admitted to the washer for the wash period only, which enables the user to choose hot or warm water by moving the selector (Switch G). Rinse and soak water will be admitted only through the closing of Switch C by its cam so that the position of the selector switch (G) has no effect on the temperature of the water for soaking or rinsing. The soak stage with respect to the position of the control members is merely a short wash period.

For a general discussion of this sort there is no point in elaborating on a number of other control circuits, for you must study the manual of whatever make you intend to service. But this is important to remember—most agitator automatics will be equipped with a double-throw float (or pressure) switch which will open the opposite pole in the supply circuit to the agitator clutch when the float is down (even if agitation is called for by the timer) to forbid agitation in a dry tub, which of course would tear the clothes and/or burn out the motor.

**Intake Water Valves.** Some intake water valves feature automatic temperature control, some do not. The latter type admits an equal mixture of hot and cold water when warm water is called for, which may be further tempered by the user by increasing or decreasing the supply of one or the other at the hose cocks.

In the intake valve with a temperature control, both hot and cold water enter the valve assembly when mixed water is called for, but the mixture passes into a chamber where a thermostat actuates a mixing valve which varies inversely the quantity of each in accordance with the rating of the thermostat.

In most of these intake valves, both thermostatic and manual control, water enters the washer at tank temperature when hot water is called for.

#### Principal Mechanical Parts

**Transmission.** Some agitator-type automatic washer transmissions are quite similar in basic principle to those used in conventional models. Even in these, however, there are two marked differences in construction: (1) the counterparts of the conventional's manual controls, obviously, are actuated automatically through the time control in an automatic and (2) while the conventional's agitator- and spin-drive shafts

(Continued on page facing 101)

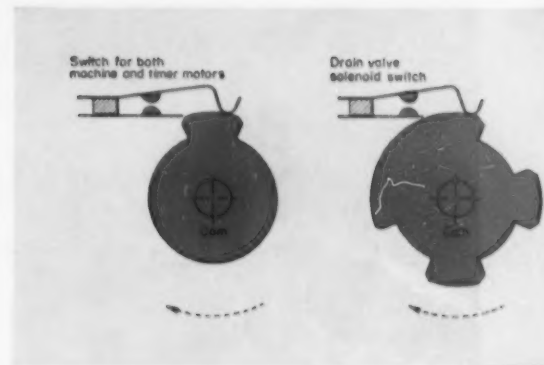


FIG. 1—Two of the time control cams with their respective switches are shown here in tandem only to illustrate how the switches in one type of control are actuated by their cams. Actually, the switches are arranged in banks and the cams are assembled side by side on a common shaft. Onto one end of that shaft is fitted the control dial, the other is coupled to the driving mechanism of the timer. Broken-line arrows, shown below the cams, indicate the direction of rotation.

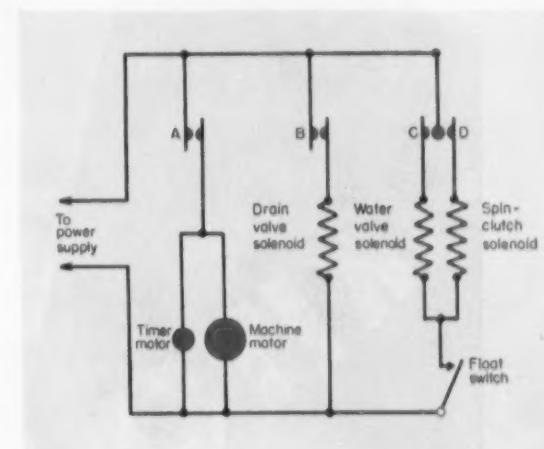


FIG. 2—This is an incomplete wiring diagram, shown here to indicate the basic functions of one style of control system. Switches within the timer are identified by the letters: A, B, C, and D.

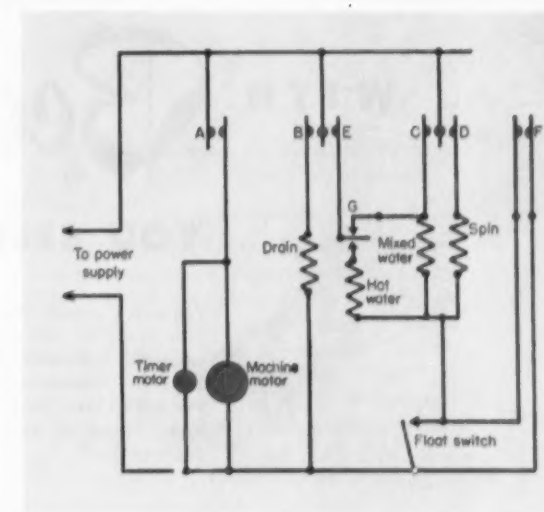


FIG. 3—This is a complete wiring diagram for one type of automatic washer. Timer switches are identified by the letters: A, B, C, D, E, F. Switch G is the hot-or-warm-water selector.



...turn K.P.\* into

\*Kitchen Problems

KITCHEN PROFITS!

WITH **Beauty Queen**

YOU SELL MORE BECAUSE YOU HAVE MORE TO SELL

On every count, Beauty Queen gives you more to sell with. A better line of steel cabinets that show their superior construction and features even at a casual inspection. Yet, these finer cabinets sell at competitive prices. And, the 12 colors are the

finest the industry has seen . . . a result of the recent installation of the newest, most scientific paint finishing system. You get better delivery service too, on any of the 12 beautiful and sales compelling colors for complete kitchen installations.

Beauty Queen sales increased tremendously in 1956 . . . will continue to rise in '57. Beauty Queen distributors and dealers profited from these increased sales, you can do the same . . . join up with Beauty Queen to increase your profits.

*Valuable Franchises Available!*

WIRE OR WRITE TODAY > **TOLEDO DESK & FIXTURE CO.**  
MAUMEE, OHIO

**SHOCK TREATMENT** in your window display will cause the passerby to retain a mental image of the product, and your store, long after he has passed. The ingredients used here, one dryer, several inexpensive molded decoys, an umbrella lettered by a local sign painter, spotlights to pick out focal points, and, most important of all, imagination.

## Better Business



# THROUGH YOUR WINDOW

Window displays—if they're good—can be one of the most productive and least expensive selling media. Here are a few suggestions to help

By JOHN DECKER

THE "eye" of your business. That, essentially, is the part played by your window and the display you have placed in it. Through it the passerby will make his decision on whether the appliances you have placed before him are worthy of additional study. With it you will have created the initial sales wedge in the few fleeting moments during which he is passing your window.

### **Pedestrian Traffic**

Established traffic studies indicate that the average pedestrian travels at the rate of 2 to 2½ miles per hour, or from 2.9 to 3.6 feet per second. Should your window fall into the usual 7 to 8 foot length this means that the passerby has been exposed to your display for a period of 2.4 seconds. Obviously there-

fore, to do its job most effectively your display must signal its message, quickly, surely and dramatically. If it does this it will have proven its value, both from the time and effort standpoint, and more important from the sales which it will help to garner for you.

Webster's Dictionary defines the word "display" in the following manner, (1) to unfold, to spread before the view; (2) to spread out or wide. Perhaps you are now doing none of these things. Does your window now show a despondent grouping of majors in the background, and a loosely knit, unrelated arrangement of smaller units to the fore? Or, have you crowded your available window space with the maximum number of appliances? If so, chances are that your window is not doing its assigned job of exerting maximum pulling power on the passing pros-

pect at the time when the initial sales breach should, and could have been accomplished.

### **Points To Consider**

Experts in the display field agree that, first and foremost, there should be contained in your window treatment an element which will awaken a need for the article which is displayed. It is therefore important that an appeal be made to one or more of the buying instincts. Make this appeal to the passerby by pointing up the relationship the appliance may have on his daily life. Will ownership of a particular appliance bring him dividends in the form of economy? Does it contain the elements for bringing pleasure or comfort with it? Is beauty part of the sales package which you are presenting? These are important. Point up the utility of the

**MORE▶**

in the great new RCA WHIRLPOOL parade



# Whirlpool

## ELECTRIC RANGES

*give you more  
selling power!*

**OPEN UP THIS FOLDER...  
read all about these  
spectacular new RANGES!**



RCA WHIRLPOOL HOME APPLIANCES

Products of **WHIRLPOOL-SEEGER CORPORATION** St. Joseph, Michigan

***Join Up! it's easier to sell RCA WHIRLPOOL***



of appliances for 1957

More automatic conveniences...

More delicious ways to cook...

WITH THE  
NEW 1957



**Whirlpool**  
ELECTRIC RANGES



than sell against it!

only the new



**Whirlpool**

Electric Range gives

the beautiful *Crisp* new look  
in electric ranges...

You will be proud of the crisp, new beauty a 1957 RCA WHIRLPOOL range adds to your kitchen. From the ultra-modern, illuminated control panel . . . to the smooth-flowing, counter-high top . . . right to the exclusive architectural, "shadow box" design on the front there is distinctive styling that compliments yet blends with any kitchen style. And, with four popular decorator color finishes, you can select your range to exactly fit your kitchen decor.

Yes, for beauty, as well as convenience, you will be proud to own a new RCA WHIRLPOOL electric range.

In Decorator  
Colors



WHITE PINK YELLOW GREEN



balanced-heat oven

perfectly bakes and browns the most delicate foods anywhere in the oven

"Flat" cakes and "pale" crusts are a thing of the past! In an RCA WHIRLPOOL a turbulent, constantly circulating heat reaches every corner of the oven. And, the Silicone door seal and thick Fiberglas insulation keeps the heat in the oven eliminating leaks and hot and cold spots . . . giving you the most even baking possible.

range gives you so many ways to cook...plus 50% more top-cooking capacity.



#### heat oven

browns the most  
where in the oven

crusts are a thing of  
WHIRLPOOL a turbulent,  
at reaches every corner  
Silicone door seal and  
h keeps the heat in the  
and hot and cold spots  
even baking possible.



#### radiant-heat broiler

provides smokeless broiling that  
seals in the natural flavor of meats

All the goodness of meats . . . the tempting  
juices and flavor . . . are sealed in. There is no  
"drying out"! You enjoy broiled meats beyond  
compare in tastiness.

You will find that broiling is more pleasant  
too, in an RCA WHIRLPOOL range. The broiler  
pan is specially designed to drain fats and drip-  
pings out of the heat zone, to eliminate smoke  
and dangerous spattering, hot grease . . . and  
allow you to broil with the door closed.



#### thermostatic top unit

Makes every utensil automatic . . .  
ends burning, scorching or sticking

Now, you can have top cooking as automatic  
as that in your oven. A precision, heat-sensing  
thermostat in the center of the top unit antic-  
ipates the slightest variations in pan tempera-  
ture . . . then automatically increase or decreases  
the heat as required. The *exact* heat you select  
is evenly maintained throughout cooking.

#### 3-in-1, built-in griddle

a grill . . . a keep-warm area . . . or a giant 5th unit  
that provides 50% more top-cooking capacity

Here is a triple cooking convenience for you! The built-in griddle  
provides delicious, greaseless grilling of meats, fruits, vegetables or  
any type of food. It's large enough for you to prepare bacon and eggs  
for a whole family at one time . . . or even to grill a whole meal.

You can use it also as a pre-dinner keep-warm area. There's room  
to set two utensils of food to maintain them at serving temperature  
until you are ready to eat.

And, if you wish to can or make jellies, the versatile griddle is  
easily converted to a giant 5th unit capable of holding utensils up to  
25-qt. capacity. A foot-wide cooking unit is exposed when the griddle  
is removed giving you 50% more top-cooking area.

The built-in griddle is a cooking convenience you will not do with-  
out once you have tried it.

#### It's a keep-warm area



#### It's a giant 5th unit







# Whirlpool

the beautiful *Crisp* new look  
in electric ranges...

Yes, for beauty, as well as convenience, you will be proud to own a new RCA WHIRLPOOL electric range.

**In Decorator  
Colors**



balanced-heat oven

"Flat" cakes and "pale" crusts are a thing of the past! In an RCA WHIRLPOOL a turbulent, constantly circulating heat reaches every corner of the oven. And, the Silicone door seal and thick Fiberglas insulation keeps the heat in the oven eliminating leaks and hot and cold spots . . . giving you the most even baking possible.



radiant-heat broiler

All the goodness of meats . . . the tempting juices and flavor . . . are sealed in. There is no "drying out"! You enjoy broiled meats beyond compare in tastiness.

You will find that broiling is more pleasant too, in an RCA WHIRLPOOL range. The broiler pan is specially designed to drain fats and drippings out of the heat zone, to eliminate smoke and dangerous spattering, hot grease . . . and allow you to broil with the door closed.



thermos

Now, you can have it as that in your own thermostat in the room it operates the slightest change in temperature . . . then automatically adjusts the heat as required so the temperature is evenly maintained.

ays to cook...plus 50% more top-cooking capacity.



### thermostatic top unit

**Makes every utensil automatic . . . ends burning, scorching or sticking**

Now, you can have top cooking as automatic as that in your oven. A precision, heat-sensing thermostat in the center of the top unit anticipates the slightest variations in pan temperature . . . then automatically increase or decreases the heat as required. The *exact* heat you select is evenly maintained throughout cooking.

### 3-in-1, built-in griddle

**a grill . . . a keep-warm area . . . or a giant 5th unit that provides 50% more top-cooking capacity**

Here is a triple cooking convenience for you! The built-in griddle provides delicious, greaseless grilling of meats, fruits, vegetables or any type of food. It's large enough for you to prepare bacon and eggs for a whole family at one time . . . or even to grill a whole meal.

You can use it also as a pre-dinner keep-warm area. There's room to set two utensils of food to maintain them at serving temperature until you are ready to eat.

And, if you wish to can or make jellies, the versatile griddle is easily converted to a giant 5th unit capable of holding utensils up to 25-qt. capacity. A foot-wide cooking unit is exposed when the griddle is removed giving you 50% more top-cooking area.

The built-in griddle is a cooking convenience you will not do without once you have tried it.

#### It's a keep-warm area



#### It's a giant 5th unit



**It's a grill**



only the new



**Whirlpool**

has

the beautiful *Crisp* new look  
in electric ranges...

You will be proud of the crisp, new beauty a 1957 RCA WHIRLPOOL range adds to your kitchen. From the ultra-modern, illuminated control panel . . . to the smooth-flowing, counter-high top . . . right to the exclusive architectural, "shadow box" design on the front there is distinctive styling that compliments yet blends with any kitchen style. And, with four popular decorator color finishes, you can select your range to exactly fit your kitchen decor.

Yes, for beauty, as well as convenience, you will be proud to own a new RCA WHIRLPOOL electric range.

In Decorator  
Colors



WHITE PINK YELLOW GREEN

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## has built-in Bar-B-Kewer meat oven...

that seals in natural meat juices...reduces shrinkage and loss of nutritional value...gives you charcoal-like barbecuing indoors, all year 'round.



### 1 Barbecue the largest cuts of meat.

You can barbecue the largest roast... even a 40-lb. turkey to new, tasty perfection in the exclusive Bar-B-Kewer oven. A low radiant heat seals in the flavorful juices... then penetrates to the center of the meat to actually cook it in its own juices. There is no "drying out", and no basting required.

It's convenient, too! You can prepare the meat while using your bake oven for other items.

### 2 Barbecue with automatic rotisserie.

Here is the perfect way to give small meat cuts and game... even low-cost cuts of meat... that mouth-watering, tender barbecue taste. You simply place them on the spit and frame designed for the barbecue oven. When the spit tip is inserted in a receptacle in the oven back, it automatically turns, evenly exposing all sides of your meat to the barbecue heat. Throughout cooking meats are held in place by adjustable "fork-like" holders.

## New "2-Set" Automatic Clock



1. Set time to stop.
2. Set cooking time.

... that's all you do for  
completely automatic timing of top units,  
baking, barbecuing or small appliances.

This is the easiest-to-set and most convenient clock ever. You simply turn one knob until the time you want cooking to stop appears in the window. Then, turn the other knob to set the cooking time desired. This automatically sets the range on clock control.

That's all you do for fully-automatic control of cooking while you relax or shop. And, for short periods there is a 60-minute interval timer with a buzzer to signal when cooking time has elapsed.

# All these extra cooking conveniences

## New Guide-Line Control Settings

the easiest-to-see ...  
easiest-to-set  
controls ever

No more stooping or squinting! New RCA WHIRLPOOL range control settings can be seen at a glance. They are conveniently placed on the illuminated glass panel, in a horizontal line above the control knobs. To start cooking, you simply turn the knob and the large red indicator point moves to any heat position desired. When cooking is done you can turn it back to OFF or, if near the 10 setting, turn the indicator to the right and it automatically goes back to OFF.

It is another convenience that will make cooking more enjoyable than ever with an RCA WHIRLPOOL electric range.



## New Automatic M

shuts your oven off when

You no longer have to guess when meat is done. Simply set the meat probe for the exact desired time ... insert it in the meat ... and place the meat in the oven side. When the meat is selected, the oven will automatically shut off when the meat is ready. Overcooking is ended forever.

# There's a new 1957 Whirlpool

## Big 40" ranges with every worthwhile cooking feature!



**CUSTOM**  
Model E-283  
40" ELECTRIC RANGE

with balanced-heat bake oven  
and automatic clock.



**CUSTOM**  
Model E-287  
40" ELECTRIC RANGE

with barbecue meat oven  
and 2 radiant-heat broilers.



**SUPREME**  
Model E-291  
40" ELECTRIC RANGE

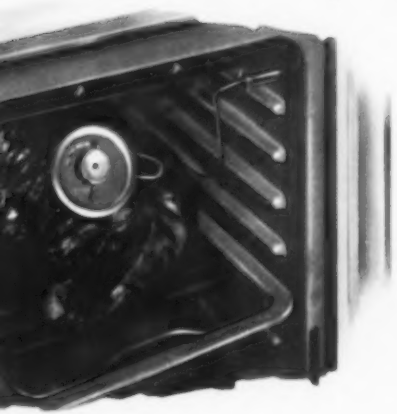
with built-in griddle and  
infinite-heat speed cooking.

 **IMPERIAL**  
Model E-295  
40" ELECTRIC RANGE

with barbecue meat oven  
and built-in griddle.



# Conveniences are yours in 1957 Whirlpool Electric Range!



## Automatic Meat Probe

Turn your oven off when meat is done

No more have to guess when meat is done! You simply insert the probe for the exact degree of cooking you desire in the meat . . . and plug it into the receptacle on the door. When the meat is done *exactly as you want it*, the oven will automatically turn off and an indicator on the door tells you it is ready. Over-cooking or burning are



## Infinite-Heat Speed Unit

attains maximum heat in 27 seconds . . .  
cooks bacon in half the time

Here is truly speed cooking! You can dial the *exact* cooking heat you want . . . from OFF to HI . . . and the unit reaches maximum heat in less than half a minute. There is no waiting . . . no wasted steps in checking to see if cooking temperature has been reached. And, there is no guesswork in selecting the correct heat for any type of food. A convenient cooking guide is right on the control setting.



## Giant 24" Oven

in "space-saver" 30" ranges prepares  
all your baked goods at once

Here's an oven that can hold 10 loaves of bread . . . or bake 8 single-layer cakes . . . or roast the largest turkey with equal ease. And, the exclusive balanced-heat browns them all to even perfection. Of course, you have all the famous RCA WHIRLPOOL range oven conveniences, too . . . like barbecuer, broiler, tilt-proof racks and oven window.

# Whirlpool Electric Range to exactly suit your needs!



**IMPERIAL**  
Model E-299

**40" ELECTRIC RANGE**

with 2 bake ovens plus barbecue oven  
with built-in rotisserie.

## Space-saving 30" ranges with giant 24" oven



### DELUXE

Model E-271

**30" ELECTRIC RANGE**

with giant 24" oven and  
radiant-heat broiler.



### SUPREME

Model E-273

**30" ELECTRIC RANGE**

with giant 24" oven  
and automatic clock.



**30" EL**

with giant 24"  
barbecue with



# All these extra cooking conveniences are yours in 1957



## New Guide-Line Control Settings

the easiest-to-see . . .  
easiest-to-set  
controls ever

No more stooping or squinting! New RCA WHIRLPOOL range control settings can be seen at a glance. They are conveniently placed on the illuminated glass panel, in a horizontal line above the control knobs. To start cooking, you simply turn the knob and the large red indicator point moves to any heat position desired. When cooking is done you can turn it back to OFF or, if near the 10 setting, turn the indicator to the right and it automatically goes back to OFF.

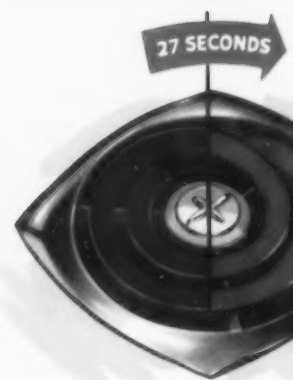
It is another convenience that will make cooking more enjoyable than ever with an RCA WHIRLPOOL electric range.



## New Automatic Meat Probe

shuts your oven off when meat is done

You no longer have to guess when meat is done! You simply set the meat probe for the exact degree of cooking you desire . . . insert it in the meat . . . and plug it into the receptacle in the oven side. When the meat is done *exactly as you selected*, the oven will automatically turn off and an indicator light signal that it is ready. Over-cooking or burning are ended forever.



## Infinite-Heat Speed

attains maximum heat in 27  
cooks bacon in half the

Here is truly speed cooking! You can dial you want . . . from OFF to HI . . . and maximum heat in less than half a minute. The wasted steps in checking to see if cooking is reached. And, there is no guesswork in setting for any type of food. A convenient cooking control setting.

# There's a new 1957 Whirlpool Electric Range

Big 40" ranges with every worthwhile cooking feature!



## SUPREME

Model E-291

40" ELECTRIC RANGE

with built-in griddle and  
infinite-heat speed cooking.



## IMPERIAL

Model E-295

40" ELECTRIC RANGE

with barbecue meat oven  
and built-in griddle.



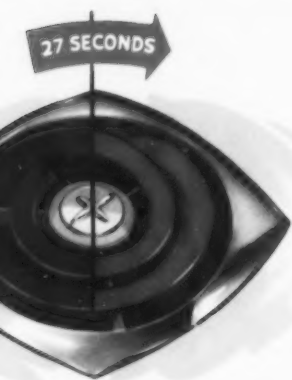
## IMPERIAL

Model E-299

40" ELECTRIC RANGE

with 2 bake ovens plus barbecue oven  
with built-in rotisserie.

# 57 RCA Whirlpool Electric Range!



## 7-Heat Speed Unit

Maximum heat in 27 seconds . . .  
 cooks bacon in half the time

Cooking! You can dial the *exact* cooking heat  
 OFF to HI . . . and the unit reaches maxi-  
 mum heat in half a minute. There is no waiting . . . no  
 guessing to see if cooking temperature has been  
 reached. No guesswork in selecting the correct heat  
 setting. A convenient cooking guide is right on the



## Giant 24" Oven

in "space-saver" 30" ranges prepares  
 all your baked goods at once

Here's an oven that can hold 10 loaves of bread . . . or bake  
 8 single-layer cakes . . . or roast the largest turkey with equal  
 ease. And, the exclusive balanced-heat browns them all to  
 even perfection. Of course, you have all the famous  
 RCA WHIRLPOOL range oven conveniences, too . . . like  
 barbecuer, broiler, tilt-proof racks and oven window.

## Plus many more worthwhile conveniences!

- Full-width fluorescent light across top illuminates work area.
- Big-capacity storage drawers have silent, nylon rollers.
- 7-Heat Monotube units are hinged for easy cleaning.
- Oven interior light has pushbutton switch on mantel.
- Clock-controlled small appliance electrical outlet.
- Flush-to-wall design for neater installation.
- One-piece top and back has no dirt-catching crevices.
- Raisable Electriccooker provides convenient deep-well cooking.
- Titanium porcelain enamel all around will not fade or discolor.
- Tilt-proof oven racks have safety check stop.
- Oven, broiler and barbecue signal lights are located on control panel.
- All-porcelain oven interiors have rounded corners for easy cleaning.
- Dispos-A-Bowl aluminum, throw-away liners end bowl cleaning problems.
- Heat-proof oven windows available for every oven.

## Range to exactly suit your needs!

### Space-saving 30" ranges with giant 24" oven



#### DELUXE

Model E-271

30" ELECTRIC RANGE

with giant 24" oven and  
 radiant-heat broiler.



#### SUPREME

Model E-273

30" ELECTRIC RANGE

with giant 24" oven  
 and automatic clock.



IMPERIAL

Model E-275

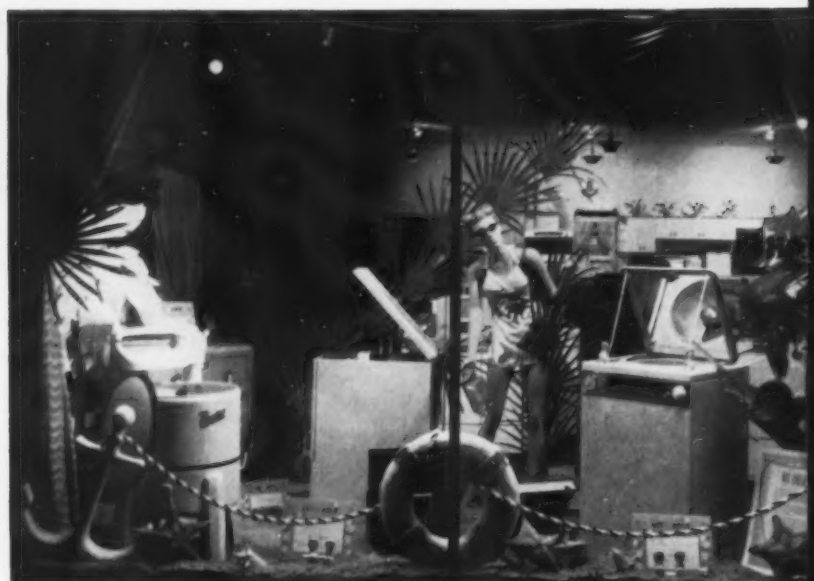
30" ELECTRIC RANGE

with giant 24" oven and built-in  
 barbecue with automatic rotisserie.

# Attention Getting Window Displays Are Helped by...



**SIMPLICITY:** A display need not be heavily dependent on the total number of appliances you can cram into available space. Here, with a "grandma never had it so good" theme, a retailer has effectively presented a houseware grouping.



**SEASONAL TREATMENTS:** These offer unlimited opportunities for the imaginative dealer, ranging from manikins and inexpensive props to suggest summer vacation days, to foil backdrops and paper snowflakes for a mid-winter display.

## Checklist of Seasonal Window Treatments

EVENT	DATE	COLORS	SYMBOLS
New Year's Day	Jan. 1	Azure Blue, Nile Green, White	Father time, hour glass, baby, bells, scythe, horns
Lincoln's Birthday	Feb. 12	Red, White, Blue	Log cabin, flag, shield, portrait
Valentine's Day	Feb. 14	Red, Pink, White	Heart, arrow, cupid
Washington's Birthday	Feb. 22	Red, White, Blue	Cherries, hatchets, flags, portraits
St. Patrick's Day	Mar. 17	Green, White, Gold	Shamrocks, pipes, harps
1st Day Spring	Mar. 21	Pastel Shades	Birds, flowers
Easter	Varies	Purple, Violet, Yellow, White, Pastel shades	Flowers, eggs, chicks, bunnies, Easter basket
April Fool's Day	April 1	Yellow, Red, Blue	Jesters, bells, Fool's caps
May Day	May 1	Pastel shades	May baskets, May pole
Mother's Day	2nd Sun. in May	Pink and White	Carnations
Memorial Day	May 30	Red, White, Blue	Flags, wreaths, flowers
Graduation	Feb., June	School colors	Cap & gown, books, owl
Bridal	June	Pastel shades	Wedding ring, bell
Flag Day	June 14	Red, White, Blue	Flags, shields
1st Day Summer	June 21	Pastel shades	Flowers, birds
Independence Day	July 4	Red, White, Blue	Flags, shields, fire crackers
Vacation	July and August	Pastel shades	Baggage, travel folders, vacation scenes
Labor Day	1st Mon. Sept.	Red, White, Blue	Hammer, saw, trowel
School Opening	Early Sept.	Autumn or School colors	Books, slates, blackboard
1st Day Autumn	Sept. 21	Red, Brown, Yellow Orange	Leaves, football, chrysanthemums, cornstalks
Halloween	Oct. 31	Orange, Black	Pumpkins, witches, cornstalks, owls, cats
Armistice Day	Nov. 11	Red, White, Blue	Flags, poppies
Thanksgiving	Last Thurs. November	Orange, Yellow, Brown, Red	Turkey, horn of plenty
Christmas	Dec. 25	Red, Green, Blue, White, Silver	Santa, holly, mistle-toe, candles, bells, wreaths

(Chart Courtesy Rayburn Mfg. Co.)

appliance, its good looks, its economy, both in the initial purchase price, and in the savings which will accrue in daily use.

What are some of the more important points to remember in the planning of your window? Start with balance. Nothing adds more to consumer indecision than a display which is composed of too many elements; one which is disordered or which contains a grouping of totally unrelated appliances. True you would like to show your prospective buyer as much of your stock as possible but you may find yourself defeating your own purpose should you do so. Try, instead, a more frequent change of pace in your windows and the appliances which you have chosen to display. By doing so you gain the threefold advantage of maintaining continuing public interest through the medium of constantly changing displays, of showing all your lines; and of enabling you to compete on more even terms with your larger competitors in the area.

Look around you at the displays shown in the windows of the larger department or home furnishings stores in your vicinity. Usually they are excellent examples of retail outlets which have learned the value of constantly changing displays and are profiting from the impressions which the impulse shopper gains from this constant change of pace. Remember too, that while many of these stores use the services of high salaried display experts, in your own case the utilization of a few basic rules, inexpensive props, and, above all, imagination, can do much for your own efforts.

W. E. Saylor, sales manager of American Motors underscores the need for this continuing display effort: "New and fresh activities must be planned and promoted every time there are new products introduced. One of Kelvinator's most potent window display efforts during 1955 was a special display package for the Foodarama. This package consisted, simply, of furnishing our dealers imitation food to be used in trimming the





**IMAGINATION:** One important ingredient for successful window display. In this window the labor saving angle has been played up by showing older methods of washing clothes. Such displays are attention getters and the props easily found.

Foodarama, and by so doing to enhance its consumer appeal, both in store windows and on the dealer's floor." The basic idea, a simple one, but in execution it helped to take the curse from what could have been a standardized, sterile display of the type so often encountered in the appliance sales world.

#### **Don't Crowd Your Windows**

In making use of your window it is important that you make every effort to avoid crowding of innumerable appliances into a space which is obviously too small for them. Nothing confuses the would-be buyer so much as confusion itself and the window display which has not been thoughtfully and carefully laid out places in his mind an element of indecision. Avoid this habit of crowding and develop a firm policy of getting the most out of your window, not the most into it. Conversely, do not place smaller housewares into an area which is too large for them. It is important, too, to remember that background appliances should not tend to lend a topheavy effect to smaller units which you may wish to place in the foreground of your window. Try to let your merchandise elements radiate from a central point, theme, or object, and arrange any decorative effects so that the consumer's attention is focused towards some dominant feature or unit.

#### **How About Color?**

Color can prove to be one of your most important aids in making a window display both attractive and "eye-catching." Use it in backdrops with a view to its emotional impact upon the viewer. Use it as a seasonal enhancement of your display during the various gift-giving occasions which arise during the course of your sales year. Use it with care, however, for the use of color improperly handled can actually repel rather than attract the buyer.

You will find that certain colors are basic in their relationship to a particular season of

the year, and this should be taken into consideration in planning their use. Autumnal colors such as brown, orange or yellow will seem out of place during the grey days of February, but in early fall they will enhance a display and be visually acceptable to the window shopper. Similarly blue, white and silver will immediately associate themselves in the onlooker's mind with coolness, while the red and orange family are best used to indicate heat. Red and green are keyed to the Christmas holiday season, while combinations such as pink and white can be used effectively on such gift-giving occasions as Mother's Day.

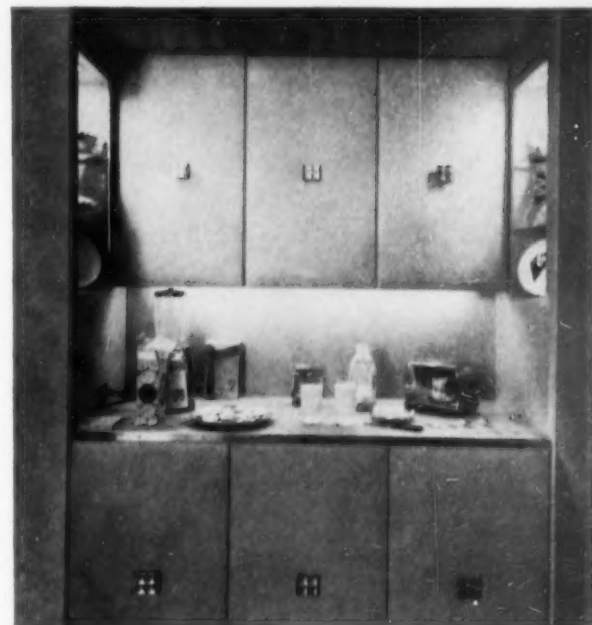
Today's appliances are trending more and more towards the use of color, with such industry giants as General Electric recently announcing that of their total appliance output, a surprising 17 percent is now being produced in color. The corollary is obvious. The manufacturer has recognized the inherent desire of the homemaker for appliances which will brighten her life; a bright and colorful display can likewise do much to attract attention to your window.

#### **Symbolism in Display**

Have you considered symbolism as an adjunct in your search for appealing window displays? Many of the key gift-giving seasons of the year carry with them the opportunity for the wide use of symbols in your display. S. Claus and helpers are widely used immediately prior to Christmas, but how many dealers have thought to complement their windows in June with wedding ring, or bell symbols, in conjunction with a display of practical housewares which would be appropriate for the bride's gift package? NEMA has for several years conducted a spring housewares campaign which has effectively helped draw sales to the appliance dealer. Special local events will undoubtedly suggest their own treatment to the imaginative dealer, with the assurance that his windows will be focal points if he gives suf-



**NEATNESS:** Here, a correlated housewares grouping sets off a see-through effect, and advertising flyers do not restrict the view of the window-shopper.



**LIVE PROPS:** These can do much to liven your window display and effectively combat the unused, sterile effect of a display which utilizes only the appliance.

ficient time and thought to their preparation.

#### **Lighting is Important, Too**

As an appliance dealer your inventory may include an excellent, and varied, assortment of utilitarian lighting fixtures for the home owner. Have you, however, overlooked the importance of the use of up-to-date lighting in your own windows? Even the smallest window space can be considerably enhanced by proper lighting, and the small cost involved in replacement of inadequate and time-worn fixtures will be repaid many times over in the glamorized appearance of your store front and window display.

Lighting is, in short, a primary requirement in drawing attention to your window display.

(Continued on page 106)



**CASH IN HAND**, Sam Singer shows prospect the \$130 she'll save by buying before the season begins.

**Pre-season program  
of direct mail  
attractive prices  
and fast follow-ups  
shows the way to...**



## Early Air Conditioner Sales

**Plagued by the pressure of squeezing a year's worth of room air conditioner merchandising into a few wild weeks of mid-summer, Sam Singer of St. Louis has built a program which helps him advance one-third of his volume into February and March**

**"H**OW can I advance my room air conditioner season into early spring?"

Few are the appliance dealers who haven't wrestled with that problem, and fewer still are those who've come up with practical solutions to it. One who has is Sam Singer, owner of Schweig-Engel Company, St. Louis.

Several years ago, in an effort to balance his appliance operation, Singer began seeking an effective way to disperse his room air conditioner sales. His object was to spread them out over a six-month period, and thus escape the unhealthy, top-heavy practice of telescoping promotional, sales and installation efforts into eight or 10 competition-clogged weeks.

Finding no hole-in-one approach to the question, Singer set out to select related elements, shape them to fit his operation and tie them together.

### **Three-Sided Program**

The result is a three-phase program which, in 1956, helped him move more than one-

third of his room air conditioner volume back into February and March. Direct mail, price and an effective follow-up technique are the elements comprising his program, and this is how he applies them.

By sifting past-customer files and recording the numerous leads turned in by his four servicemen, each of whom reports every air conditionerless home of comfortable means which he enters, Singer built a mailing list of some 10,000 names. Past association with the company in some form made each of these prospects at least "warm."

Price, the program's second component, is injected early and conspicuously. Each mailing piece is primarily pitched on price, offering room coolers in combination purchase-installation-service packages at significant reductions on a limited-time-only basis. The mailing pieces are illustrated with a cut of an installed window unit. Crash appeal is derived from an overprint in color on the envelope, announcing "Schweig-Engel Saves You \$130 on Special Purchase Sale of Air Conditioners."

To help insure balance within its program, the store mails its 10,000 pieces in "flights" of 1,000 at regular intervals throughout a 60-day period. Lulls between mailings are used to record replies and launch follow-ups.

The latter are handled as quickly as possible, but once the personal contact is made, speed gives way to thoroughness, as the firm's salesmen spell out for each prospect all the advantages of buying room air conditioning early.

Price is pushed again, this time to the tune of "buy before mid-summer demand shoves prices upward." Schweig-Engel representatives plug the fact that an air conditioner bought before the seasonal rush materializes is an air conditioner sure to be installed quickly and carefully by engineering firms which have time on their hands.

On the follow-up, salesmen also tell prospects that utilities are more apt to cooperate in terms of wiring allowances for the installation of 220-volt circuits before the thermometer makes every consumer his own air condi-

*(Continued on page 144)*



## LOW INITIAL COST LOW OPERATING COST

**...that's the slogan which will  
make Emerson-Electric Fans  
your top-selling line in '57.**

These fans combine thrifty, instant cooling with modern design and dependable, lifetime operation. Get full information on the new high-value, low-price window fans—they'll lead the fan parade.

Order your Emerson-Electric fans early from America's most complete line. Then you'll be set for a profitable fan season. Write for FREE Catalog No. 3106 today.

THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MO.



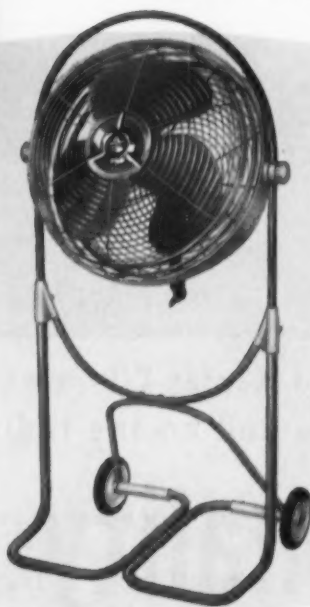
### NEW THERMOSTAT-CONTROLLED 20" WINDOW FAN

What a value! It will really sell! Set it and forget it. Thermostat turns electrically-reversible fan "on" when room gets warm, turns it off as temperature drops. Exclusive Emerson-Electric pilot light system indicates speed and direction of air flow. Hush-treated, two-speed motor. Two-tone green finish. Also available in straight exhaust model.



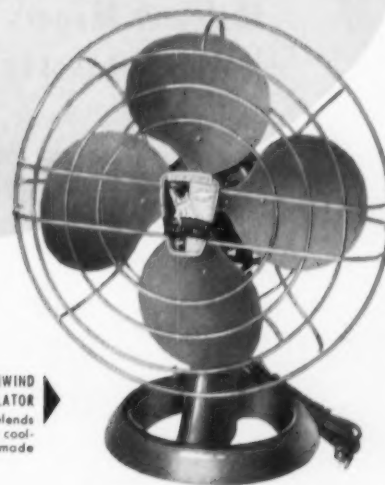
### POPULAR LOW-TABLE FAN

This smartly styled 12" fan delivers an all-over breeze; also serves as a handy, low serving table. Three-speed, quiet motor drives electronically balanced blades. Housing in treasure-tone colors. Plastic table top cover.



### ROLL-ABOUT AIR CIRCULATOR

There will be a huge demand for this heavy-duty 18" fan that can be moved anywhere as easily as a baby carriage. America's most wanted fan. Height adjustable from 26" to 48". Tilts through 180° arc. Powerful, hush-treated, two-speed Emerson-Electric motor. At new low price!



### POPULAR 10" NORTHWIND OSCILLATOR

Here's the oscillator that blends beautiful styling with efficient cooling. Quiet as a whisper. Also made in 12-inch size.



# EMERSON-ELECTRIC

OF ST. LOUIS

SINCE 1890







Malcolm Magers of Kansas City uses this little character both in his store and on the radio. He's found that

## A Personality Sells TV

THE words "Vesto" and "television" mean about the same thing in Kansas City. That's the way Malcolm Magers of Vesto-TV wants it to stay, so he'll keep buying radio time throughout the year. It pays off: Vesto has never been in the red in an eight-year history.

Since 1948, more than 20,000 buying customers have passed through the Vesto-TV sales mill. From a "zero" start, Magers' trucks now cover a 600-square-mile territory, around his North Kansas City location.

To get this so-necessary traffic, Magers has made "judicious use" of radio advertising. He uses other media—newspapers for price ads, for example—but reserves his main efforts and budget for year-round radio shows, generally "pop" music. He backs his ads

with over 200 sets on display at three price levels, including 35-40 used sets; an extensive service department and a good set of lead-producing sales records.

### *Radio Pulls the Traffic*

It's on the radio that Magers has developed Vesto's "selling personality." "Anybody in Kansas City who doesn't know Vesto sells television—and only television—needs a hearing aid," he declares. Since before Kansas City had stations of its own, the "captive audience" of home-bound workers has been hearing the foghorn-like Magers voice coming through their car radios, telling them that the best place to get TV sets is from an outfit that does nothing but specialize in them.

Magers' best results have come from sponsoring complete shows of his own, rather than spot announcements. With a 15 or 30-minute show, he gets a solid nucleus of regular listeners that pays off better in sales. His top programs have all been popular music—disc jockeys—that catch the younger, more entertainment-conscious group, he feels.

Programs run right through the year. "Penny-pinching during the summer months just doesn't pay," Magers says. He believes radio advertising is cumulative in its effects, and his experiences back him up. Customers are still coming into Vesto and mentioning programs sponsored as long ago as four years.

Vesto radio listeners get a chance to hear  
(Continued on page 149)

# modern

gives you the **Dyn-A-Matic<sup>TM</sup>**  
the outstanding **Water Softener**  
in the entire field

- Automatic Without Electricity • Far Ahead of Competition in Value
- Generous Profit Margins • FEATURES that make SALES

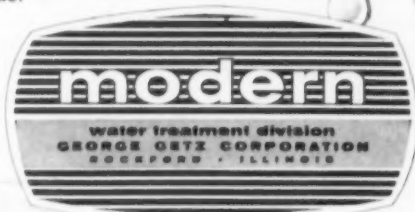
The Dyn-A-Matic is the hottest thing on the market. It's the outstanding opportunity to really put your water softener business on the map—with an automatic at a price everyone can afford!

Water softeners offer you a tremendous market, a big profit potential! Make the Dyn-A-Matic an add-on sale to protect the water heater or washer you sell. Include a Dyn-A-Matic in every modernization and new construction bid—and get that extra profit the rapidly growing water softener business can bring you.

#### Look at these features!

- Automatic without electricity. Dyn-A-Matic's "Miracle Brain" valve does the entire regeneration job. Works entirely on water pressure.
- Requires less than a minute of the user's time to regenerate.
- Completely simple and free from complicated working parts. No trouble, no call-backs.
- Never cuts off the water—even during regeneration.
- Takes less than an hour to install—3 simple pipe connections 6 inches apart.
- Uses latest-type high-capacity resin—compact and efficient.
- Modern streamlined beauty—handsome design will fit any kitchen, utility area, or playroom.
- Electronic tank finishing process produces special "hard wear" gleaming white porcelainized outside surface with stainless steel cover and trim.
- Tanks plastic lined for long life. Ten-year warranty on tanks, one year on entire unit.
- Shipped fully assembled—ready to install.

Here's a softener you can stock and sell with complete confidence that you are offering an "exclusive"—in appearance, compactness, quality, and value.



MODERN is an aggressive, progressive manufacturer with ample facilities for research, development and manufacturing, backed by the vast resources of the George Getz Corporation. MODERN has a good line—a good line for you. More new startling developments will be announced soon. If you aren't handling the MODERN line now, ask your wholesaler to get the dope on MODERN products and sales helps.

WHOLESALE: Some territories still open. If you want to add a high grade, competitively priced softener line, get in touch with us.



Got  
30 Seconds?

That's all it takes to operate the marvelous new Dyn-A-Matic water softener.

- 1 Take off cover—pour in salt.
  - 2 Set the timer.
  - 3 Push down the lever.
- That's all! Just set it and forget it.



MAIL THIS COUPON

modern Water Treatment Division

Geo. Getz Corp., 2316 Twenty-third Ave., Rockford, Ill.

EM-27

Please send me full information on the Dyn-A-Matic and the modern line.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

My Wholesaler is \_\_\_\_\_



EVERY TIME a dealer salesman sold a freezer in Northern States Power's summerfreezer campaign he rolled his own extra bonus—a dollar per point.

# Dice-Roll Spiffs Move 1359 Freezers

**Rewards to retail salesmen and cooking schools were the backbone of Northern States Power Co.'s freezer drive**

WITH little money in the till for advertising, Northern States Power Company in Minneapolis, Minn., planned a freezer campaign last summer that was wrapped around the salesman instead of the public—and which topped its 1,000-units goal with 1,359 freezers.

As Byron Hanson, residential sales manager, tells it, the thought of promoting through a food plan was out, as they have a bad reputation in the Twin Cities.

So an ingenious cash spiff plan was hit upon, whereby retail salesmen could be given extras paid in silver dollars. The dozen representatives of Northern States Power Company, who called on the 75 dealers during the course of the campaign, were each provided with one jumbo die (singular of dice) and an abundant pocketful of silver dollars.

For each sale made and reported on forms provided by the utility, the salesman closing the deal would be allowed to roll the "die" once, and be paid off from \$1 to \$6, depending on what numbers came up. Naturally there would be a lot of excitement about the store, and the salesman would be the center of all eyes during the occasion.

Utility mathematicians figured that the average salesman would take home around \$3.50, and a warning of this kept the utility men from permitting several rolls. The actual payout was an average of \$3.79.

This twist gave the retail trade something to talk about, and provided the fillip needed to stimulate action.

Besides this, the utility supplied participating dealers with a 12 piece window and store display kit, and 10 handout pamphlets

on freezers, at a cost of only \$1 per dealer.

The Northern States Power Company advertising was devoted to freezers during the July 15-August 15 period, but there was almost no co-op money spent, only three distributors being active. Some 20 brands were represented.

One rule laid down by Northern States Power Company was that the deal had to be a true freezer sale. Combination refrigerator-freezers were barred. The reason was that a freezer on the line is good for 50 kwhrs or \$20 a year. If stress was put on freezers, more of them might be introduced to city customers.

To aid the activity, there were 158 store demonstrations given, of which 99 were of the store traffic variety, put on by one chain.

It was from the experience gained by Miss Virginia Donahoe and her 14 home service girls that the utility learned much about freezer demonstrations. They were called

(Continued on page 152)



SET YOUR CAP FOR THIS NEW MARKET...

# Hotpoint

## ELECTRONIC COOKING CENTER

**Cooks in minutes  
instead of hours—  
seconds instead  
of minutes!**



**Here's the newest  
and fastest method  
of cooking since  
the discovery  
of flame!**

Nothing on earth cooks faster than electronics—and your salesmen can *prove* it in just 30 awe-inspiring seconds. That's all the time it takes for the Hotpoint Electronic Compartment to bring from frozen hard to piping hot a traffic-stopping snack of little cocktail sausages—yet only the *food* gets hot! And that's all the time it takes to create the urge-to-own that is establishing Hotpoint leadership in Electronic cooking sales.

Set *your* cap for leadership in this new era of cooking by demonstrating the unit that cooks in minutes instead of hours—seconds instead of minutes.

### ALL-CALROD® Companion Oven

Here's another big feature for your "speed and versatility" story. While the balance of the meal is cooking in the Electronic Cooking Compartment, meats, fish or fowl can be quick-broiled in the All-Calrod Companion Oven. Broils 12 steaks to perfection in 10 minutes!

**Call your Hotpoint Distributor today  
for all the exciting details of the new  
Hotpoint Electronic Cooking Center!**



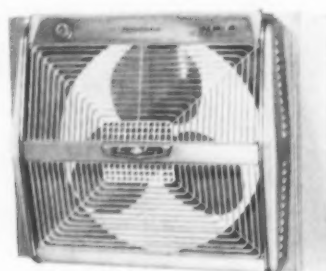
*look to Hotpoint for the finest—first!*

RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE • TELEVISION  
HOTPOINT CO. (A Division of General Electric Company) 5600 Taylor Street, Chicago 44, Illinois

FOR '57, SELL...



MORE **EYE** APPEAL



New! "Dual-Diffuser" Louvers—slimmer, modern design—richer, more striking styling. The fan line you'll be proud to display and sell... in a complete selection of Window, All Purpose and Fan Mobile models.

**BERNS AIR KING IMPERIAL DELUXE.** Electrically reversible, 3 speed push button control automatic thermostat, 20" model. Has new "dual-diffuser" louvers and capacitor motor. Golden control panel with ivory louvers and beigelone finish. The first window ventilator that actually adds beauty to any room. 5 year guarantee. Model AV20PN. List Price \$69.95

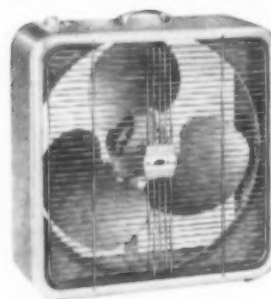
MORE **TRY** APPEAL



More models incorporating Automatic Thermostat—Push Button Control—Electrically Reversible operation. Now you can offer your customers all the most wanted features in a wider variety of America's finest fans. Display Berns Air King and watch prospects sell themselves!

**BERNS AIR KING ALL PURPOSE FANS.** Available in 20" and 22" sizes... all with Retractable Control Handle incorporating automatic thermostat and 3 speed push button controls. "Dual-diffuser" louvers and 5 year guarantee on all models. Two models electrically reversible, one manually reversible. Swivel stand extra on all models. All models come complete with side panels. Series "RT". List Prices from \$59.95

MORE **BUY** APPEAL



Sell the best! Berns Air King fans rated first in quality and performance by America's leading independent consumer testing laboratory.\* There's a size, model and price to meet the needs of every prospect. You can feature a **Complete 5 Year Guarantee** on 17 different Berns Air King Fans!

**BERNS AIR KING MULTI-PURPOSE ECONOMY MODELS.** Greatest fan values you can offer! Famous Berns Air King quality in a 20" Reversible Multi-Purpose Portable Fan for window, floor, table, or desk use. Has 3 speed control. Handsome Beigelone Finish. 5 year guarantee. Attaches and removes from optional adjustable window panels without tools. RA20 (illustrated) List Price ... \$39.95

Model RA14, 14" model, with casement window mounting bar. List Price.....\$29.95

BOOTH 496-498  
Jan. Housewares Show  
Navy Pier

WINDOW FANS



MOBILE FANS



FLOOR FANS



DEHUMIDIFIERS



PEDESTAL FANS



HEATERS



ATTIC FANS



EXHAUST FANS



BLOWERS



KITCHEN FANS



BERNS AIR KING CORPORATION • 3050 N. ROCKWELL STREET • CHICAGO 18, ILLINOIS

## MAJOR APPLIANCE SERVICE

### Automatic Washers (continued)

rise from the gear case at widely separated points, the agitator automatic's spinner and agitator shafts are usually telescoping.

The trim contour of the transmission case of some agitator automatics may mystify you at first glance; that is, you may wonder how it is possible to get all the necessary operating parts into such a compact unit. Indeed, some of these units have been manufactured with a built-in motor!

One type of tumble action machine is equipped with a transmission so compact that it may be regarded as a two-speed gear-motor. That mechanism, being relatively light in weight, is built directly onto one end of the motor—no individual support is needed. A small pulley on the transmission's jack shaft is belted to a larger pulley on the cylinder drive shaft. The motor-transmission assembly is suspended from a pivoted support so that the weight of the mechanism, sometimes aided by a small spring, maintains an ideal tension on the belt. Onto the opposite end of the motor is attached the water pump which needs no coupling device, for its impeller is fastened directly to that end of the motor shaft.

At least two manufacturers have used reversal of motor rotation as a clutching method. As one example, the collapsible tub automatic washer, mentioned earlier, is equipped with a compact transmission whose only purposes are to reduce the speed delivered by the motor and provide the oscillating motion for the agitator. The second major subassembly in this washer's mechanism is a powerful vacuum pump which is employed for draining as well as for extracting the water from the clothes. Both transmission and pump are belted to the same motor, but the pump and transmission shafts are equipped with pulleys into each of which is built a "one way" clutch through which motion may be conveyed from the pulley sheave to its hub in only one direction. In other words, if a clutch-pulley is designed to drive a mechanism clockwise, it will do so if driven clockwise; but if reversed, the sheave will merely turn freely on its hub without conveying motion to the shaft onto which it is fastened.

Hence, with a clockwise clutch on one mechanism and a counter-clockwise clutch on the other, the pump will run if the motor runs in one direction while the agitator will oscillate if the motor is reversed.

As a second example of the motor-reversal clutching method, the "one way" clutch principle is employed by another manufacturer in a spin-dry-type agitator automatic. In this make, the machine will agitate when the motor is run in one direction; it will spin and drain when the motor is reversed.

These are by no means all the transmission drives and designs in current production; to list more here would only confuse you. But what have been covered will enable you to understand some of the basic principles involved so that when you do study a service manual for a specific make you will grasp quickly the features peculiar to it.

**Pump.** For a general discussion on washing machine water pumps, review that portion of the article on conventional washers—but note the following exceptions: The operating principle and the structure are similar for both automatics and conventionals, but the vacuum pump on the collapsible tub model is equipped with a rotor (instead of an impeller, which resembles a large, rubber-like pinion gear).

And the driving methods for automatic washer pumps differ in most cases from those used in conventional models. As previously pointed out, some automatic washer pumps are built onto one end of the motor with the impeller fastened directly to the motor shaft, another type has an independent pump assembly fastened to the motor housing where the two shafts are joined with a coupling, some pumps have been manufactured with self-contained motors, and still others are driven by a belt. One manufacturer employs a type of pump which will operate in either direction. It is equipped with a flapper valve, actuated by the impeller, which will cause the water to circulate through a filter in one position and drain the tub in the other.

**Chassis.** Especially peculiar to automatic washers is the chassis structure of the spin-dry models. Even agitator automatics whose spin baskets revolve on a vertical axis must have some provision for absorbing vibration when spinning, for despite the fair distribution of the clothes achieved by the last few twirls of the agitator immediately before spinning commences, some unbalance of the load in spinning is unavoidable. Hence, if the washer is not designed for bolting to the floor, its entire mechanism is suspended from or mounted on springs which are usually supplemented by shock absorbers and/or vibration dampers.

### Preliminary Examination

As stressed in the uncaptioned introduction under this same head in the conventional washer article, you should help your customer answer intelligently your questions about what part of the machine failed. Here are some of the rather common complaints:

**Failure to Start.** If no sound whatever is heard when you revolve the control dial through its entire cycle, you would naturally check the power supply first—but do not overlook immediately thereafter the seemingly obvious detail of checking the machine's fuse, for the model under test may have a fuse of its own. On the other hand, if when you revolve the dial you hear solenoids clicking but no sound from the motor, you should check the supply circuit to the motor at the most convenient point.

If a motor (which operates in one direction for all cycles) hums, but will not start, you must ascertain whether the motor or some mechanical subassembly is at fault. How you accomplish this will depend upon what make you have under test. With some you will be able to test for jamming by trying to revolve the mechanism by hand. If the mechanism rotates freely but the motor will not start, there may be a faulty starting switch (or starting relay), worn bearings, or a burned out stator.

In a motor which is reversed for cycle changes, keep in mind not only the foregoing possible causes of failure, but also that all four wires to the motor may not be energized simultaneously because of a faulty reversing switch in the time control. In such cases you should check those contacts in the time control or connect the motor direct with a test cord—whichever is more convenient. If the motor runs but no part of the mechanism will revolve, you may be reasonably certain that the coupling device (belt, pulleys, universal joint) is faulty.

**Water Will Not Enter.** Assuming of course that the water is not shut off at the hose cocks, one's first thought with a complaint of this kind is to check the solenoids on the water intake valve, but rarely do these solenoids fail. Oftener than not in such instances, the "fill" circuit is interrupted through a malfunction of the water level control; that is, the float, pressure switch, or the like may be jammed in the "filled" position thereby forbidding the entrance of water even though the time control calls for it. And since the water level control switch usually can be reached easily for actuation by hand, it is a good idea to check that point first. If the water level control is not faulty, then check the power supply at the water valve solenoid terminals, but be sure that you have the timer set at a point where water is supposed to enter.

**Unbidden Entrance of Water.** If the water heater or any part of the piping in the house is in poor condition, a foreign body (a particle of dirt or scale) may lodge in the valve and prevent the full closing of one of its diaphragms thereby allowing some water to seep into the washer. To distinguish between this mechanical fault and unbidden solenoid action (which see below), merely disconnect the cord set.

**Will Not Wash.** Always assume that the motor and transmission are all right until you have checked friction clutches, belts (or couplings), and particularly the control circuits. Obviously, when agitation is called for on the timer and you hear a grinding or chopping gear noise accompanied by faltering agitation, you may conclude that there is gear trouble. But if the machine will not agitate at all when it is supposed to, you should check first the secondary control circuits, such as the float or pressure switch, for even though these will shut off the water at the desired level they may not through some fault close the circuit to the agitator clutch solenoid (or agitator drive mechanism).

**Will Not Spin.** Keep in mind that some tumble action models will not spin until the tub has been drained. Here again you should check the secondary control if the washer has drained but will not spin when this action is called for on the control dial, for the float (or other water level control) may be jammed. When you have established that power is being delivered to the spin-clutch solenoid and the machine still will not shift into spin, you may be reasonably certain that the solenoid is faulty. And don't overlook the possibility that an adjustable spin clutch may need regulating.

In machines which use motor reversal for cycle changes, remember that one pulley may be a type of centrifugal clutch which allows the motor to pick up the load of the spinner gradually; hence, if one of these models will not spin, or fails to come up to full spinning speed, you should check the centrifugal clutch and any other friction type coupling devices for slipping.

In short, always rule out every exterior fault before you condemn a transmission.

**Will Not Drain.** If you receive a complaint of this kind, particularly for a recently-installed machine, do not overlook the possibility that the drain hose may be kinked. It does happen—believe it or not. So expect anything with today's craze for compactness in laundry layouts.

To distinguish between clogging and mechanical failure, first make sure that the washer's drain valve is open (if it has one), then lay



in the great new RCA WHIRLPOOL parade



# Whirlpool

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***Join Up! it's easier to sell RCA WHIRLPOOL***

**of appliances for 1957**

**L** *than sell against it!*

## MAJOR APPLIANCE SERVICE

### Automatic Washers (continued)

the hose low enough for gravity draining. With the pump running, if the machine can be drained by gravity but will not pump, it should be quite clear that the pump's impeller is loose on the shaft or is broken.

**Slow Operation.** This indicates slipping of a friction-type coupling device (as a clutch, belt, or the like), overloading, or binding.

**Shocks.** This complaint is rare with automatic washers because with each new machine is supplied a ground wire, one end of which should be connected to the frame of the washer, and the other to a cold water pipe. Both connections must be tight.

**Leaks (Water or Oil).** These faults are seldom troublesome to isolate, for usually you can trace the leak to its origin.

**Vibration and Noise.** How to develop the knack of identifying noises was adequately covered in the conventional washer article, but certain abnormal sounds are peculiar to automatics. For example, if a machine is repeatedly overloaded, excessive vibration caused by such abuse will eventually damage the restrictors on a spring-suspended unit thereby allowing it to slam against the stationary frame of the machine during the spin period.

When the suspension and shock-absorbing members are in good order and the machine is not overloaded, excessive vibration may occur during the spin period if the washer does not rest squarely on the floor or if it is not level. It is extremely important, therefore, that an automatic washer be perfectly level and that each one of its feet bear its proportion of the weight.

**Unbidden Solenoid Action.** Occasionally, you will find that one solenoid will be energized (partially or wholly) even though its specific function is not called for by any part of the control system. Most often, this indicates a grounded solenoid. Since the machine wiring is not usually polarized, it may so happen that the unswitched lead to the solenoid is the "hot" wire of the supply circuit which means

that the other pole of the faulty solenoid will get its neutral connection through the frame of the machine. A quick way to detect this sort of trouble without removing a single screw is to transpose the polarity of the machine's wiring by reversing the attachment plug blades in the receptacle. A noticeable change in degree of magnetization in the faulty solenoid should follow the transposition.

**Does Not Wash Clean.** If the hot water supply is adequate and the washer runs at full speed but does not wash satisfactorily, it is usually because the user does not follow operating instructions. In such cases, also caution your customers about overloading, for with that kind of abuse good results are impossible.

**Insufficient Damp-Drying.** In a collapsible tub model this fault may be caused by a vacuum leak as there must be a good seal from tub lid to discharge hose in order for the pump to draw a vacuum sufficient to compress the tub around the agitator for the squeeze-dry action.

In spin-dry models, insufficient damp-drying may be caused by a slow-running dryer basket, slow draining, or overloading. If you establish that the washer is not being overloaded, check the dryer and draining speeds. Check the coupling devices of both pump and dryer for slippage and their mechanical parts for binding. Test for partial obstructions in the draining passages which are readily detected by reduced pressure at end of the drain hose.

**Tears Clothes.** This complaint is fully covered in the conventional washer article.

**Soils Clothes.** Infrequently, you may find that oil leaks from the mechanism into the wash water in some models. In others, this sort of malfunction is impossible.

If the soil is not a grease stain, be sure to check the water supply—and don't be sidetracked by the statement: "We have a new water heater and all new copper piping." Just respond pleasantly with "Yes ma'am" and as soon as she is out of sight test the water for dirt and/or rust by stretching tautly a piece of clean white cloth over the washer-end of the hot water fill hose, aim it into a tub, and then turn on the water full blast for a moment. Your makeshift filter may pick up a surprising amount of dirt from a decrepit water service (the pipe leading from the main to the house).

#### Servicing Motor and Transmission

**Motor.** What was said in the first three paragraphs under this same head in the conventional

washer article would also apply to automatics whose motors revolve in only one direction.

When you replace a motor on a machine which uses motor reversal for cycle changes, however, you must make sure that the replacement revolves in the right direction for whatever function is called for on the control dial. If you have trouble identifying the wires and your first motor connections result in reverse rotation, you can rectify that connecting error by transposing the starting winding leads.

**Coupling Device.** Spare no effort to achieve as nearly as possible perfect alignment of the belt or universal joint.

When slow operation points to a slipping belt and you note that the belt is sound and that the automatic tension-adjusting device has not moved to the limit of its travel, it is likely that the adjusting mechanism is binding in which case you must make the necessary adjustments to ensure free movement.

Belts which are even slightly damaged should be renewed, for one which is burned but a little, say, at one spot where the motor pulley might have slipped for a moment, will not only make a thumping noise, but also may create enough vibration to damage the motor or machine bearings or both.

A shaggy belt will continue to unravel, later become entangled with the pulleys, and jam the mechanism—which is almost certain to burn out the motor.

**Transmission.** You must find out from your jobber whether you are permitted to service a specific transmission. Some, except for a few minor exterior services, must be handled on an exchange basis. Keep in mind that if you open a sealed mechanism without authority the manufacturer is privileged to void the warranty.

The service notes under this same head in the conventional washer article will also apply to automatic washer transmissions which you are permitted to repair.

#### Servicing the Pump

Under this head in the conventional washer article you may wish to review the suggested corrective measures for jamming as well as the service notes on renewal of the pump parts, for those methods apply equally well to automatic washer pumps. And do not forget that the drain-hole strainer (or baffle) in any washer must be intact and firmly fastened.

#### Servicing Agitator and Center Post

**Stuck Agitator.** The servicing suggestions under this head in the conventional washer article apply also to automatics, but do not use a fit-all or improvised puller to re-

move a stuck agitator from an automatic unless you cannot obtain the special tool recommended by the machine's manufacturer.

**Agitator Adjustment.** Generally, an oscillating agitator should run as close as possible to the tub bottom without scraping. But since the method of adjustment varies with different makes you should check the manufacturer's manual before attempting an adjustment of this kind.

**Center Post.** You must also check the service manual for the make in hand before attempting to replace center post bearings or seals, for installation methods vary greatly with different makes. Follow the manufacturer's instructions to the letter and do the work with meticulous care because seepage of water into the transmission can be the forerunner of costly damage.

#### Servicing Tumble Action Washers

**Cylinder.** Occasionally, you may be called upon to renew the cylinder bearings and the seal of a tumble action machine. In order to turn out a durable job, be sure to take into consideration the condition of the cylinder shaft. For if the shaft is worn to the extent that it fits loosely in the new bearings, the new seal will soon suffer damage from the resultant wobbling; and not only is a leak certain to follow in an unreasonably short time, but also you will be sure to get a noise complaint almost immediately after completion of the work.

Some cylinders have removable shafts, some do not. The former present no problem because you can include a new shaft in your estimate in every case, then use it if you have to. And though with the others it may seem to you unreasonable to ask a customer to buy an entire new cylinder just because its shaft is worn, there is nothing else to do. A sloppy fit is a sloppy fit and is always a source of mischief in any kind of machine.

#### Servicing the Control System

**Timer.** Most of the individual parts and subassemblies for repairing electrical time controls are available. In a number of them, the motor and/or the escapement, the switch bank, and the rotor and cam assembly may be purchased as subassemblies.

Some timers require a final adjustment after servicing to eliminate "backlash" in the rotor and cam assembly. This adjustment is intended to eliminate "indifferent" openings and closings of the switches which would occur if the rotor were not adjusted to open or close fully a particular switch during one increment. Consult your service manual for the recommended adjusting method for a specific make.



**Wiring.** Needless to say, all electrical connections must be tight. Moreover, whenever you disturb the wiring harness be sure that you replace all its supports, allow sufficient slack where wires emerge from the harness to connect to a movable mechanism (as from the stationary frame to a spring-suspended member) and preserve as nearly as possible the original placement of the wiring so that it will neither become entangled with a rotating part nor be pinched by a spring-suspended unit.

**Secondary Controls.** Do not overlook the critical need for accurate adjustment of the control actuating members nor the positive opening and closing of the secondary control switches, such as float, pressure switch, or the like. If the contacts in such switches stick, serious damage to other parts of the machine may result. That is, the washer might overflow, or a tumble action model may shift into spin with a tub full of water and perhaps burn out its motor. So it is advisable to make sure that these switches respond every time with a positive action.

**Water Inlet Valve.** This assembly is rarely a source of trouble. Occasionally, though, you may be called upon to renew the diaphragms. When you are, be sure to have on hand the other miscellaneous related hardware, such as gaskets, extra screws, and so on.

**Drain Valve.** When you service a drain valve see to it that its linkage moves freely so that its solenoid can actuate the valve with no chance of hanging between the open and closed positions.

#### Prove the Work

It is not usually necessary to load the washer with clothes for the final test, but do have the fill hoses connected with the water turned on and take time enough to put the machine through at least one complete automatic cycle. Set the control for the shortest wash period to save time. And whether you have had reason to disturb the water connections or not, don't forget to check every completed job for leaks. Finally, remove your finger marks from the machine, collect your fee, and you're ready for the next one. *End*

1907

..... to 1957. In fifty years America and our industry have seen many changes. Best of all, Electrical Merchandising has been around to record them for you during that time. You'll read about the high spots of those fifty years in a Golden Anniversary issue coming your way in five short months, July, ....

1957

# Arvin

Answer to a merchant's prayer  
for Spring sales!

## Dealers' choice—3 hot new transistor sets!



**Model 9577P.** Pocket size, 6 transistors, weighs only a pound! Pocket-or-belt clip in back doubles as easel. Unbreakable plastic case in Ebony, Pink, Bone White, with gold trim. Earphone accessory available extra. Size  $6\frac{3}{8} \times 3\frac{3}{8} \times 1\frac{1}{2}$ ". \$59.95\*

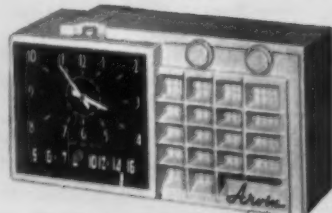


**Model 9574P.** 6 transistors, big 5-inch speaker, marvelous tone. Virtually wear-proof Arvinyl-on-aluminum case in off-white or tan, gold trim. Printed wiring, precision tuning, automatic volume control. Size  $10\frac{3}{8} \times 8\frac{3}{8} \times 3\frac{7}{8}$ ". \$69.95\*

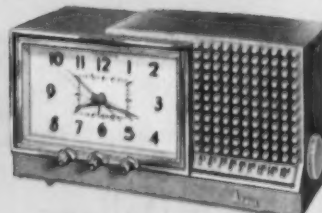


**Model 9562P.** 7 transistors,  $5\frac{1}{2}$ " speaker, finest automatic volume control. Doubles as portable or table radio with flip-switch dial and folding handle. 600-hour battery. British Tan or Alligator leatherette. Size  $11\frac{1}{4} \times 8\frac{1}{2} \times 4$ ". \$79.95\*

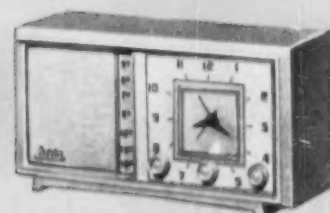
## Clock Models that sell in no time!



**Model 5561.** Good taste in a class by itself! Printed AC circuit; automatic on-off and alarm set; slumber switch; 660-watt outlet; slide-rule dial; 5 tubes incl. rectifier. Pink or Nile Green. \$37.95\*



**Model 957T.** Jewel-bright beauty, with handsome, panoramic clock face. 5 tubes including rectifier; 1100-watt outlet; slumber switch; slide-rule dial. Ivory, Green, Sandalwood or Flame. \$39.95\*



**Model 859T1.** Budget-priced best-seller! Five tubes including rectifier; 660-watt outlet; dependable clock timer. Alnico "V" FM speaker. A promotional leader that speeds sales, wins friends. \$29.95\*

## Table Models that turn over fast!



**Model 2564T.** Brilliantly different styling with fashionable two-tone grille cloth. Printed AC/DC superhet circuit; 5 tubes including rectifier. Lighted vertical slide-rule dial. Ivory or Charcoal. \$29.95\*

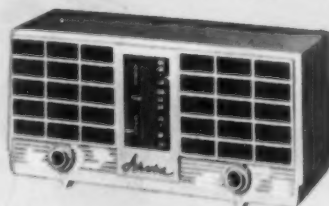


**Model 2563T.** Clean-cut design with handsome meshwork grille. Printed AC/DC wiring; 5 tubes including rectifier; loop antenna; vertical slide-rule dial. Cocoa Tan or Apple Green. \$24.95\*

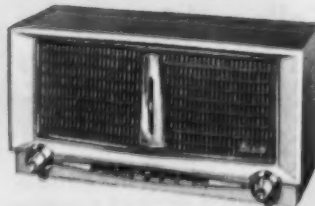


**Model 951T.** Superb styling, recognized quality, at a low price. Printed AC/DC circuit; 5 tubes including rectifier; automatic volume control. Ivory, Green, Sandalwood, Cherry. \$21.95\*

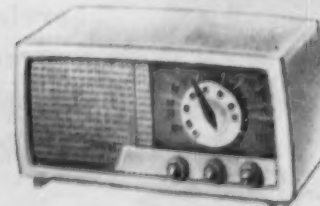
## Top-selling twin-speaker sets... FM/AM!



**Model 3561T.** Two 5-inch speakers deliver console-like tone. 6 tubes, including rectifier. Printed AC/DC circuit; illuminated slide-rule dial; visual tone control, phonojack. Ivory or Fawn. \$39.95\*



**Model 956T.** Modern styling. Two coordinated speakers, 5 tubes including rectifier; mercury-type treble-bass indicator; slide-rule dial; phonojack. Turquoise, Sandalwood, Ivory, Coral. \$34.95\*



**Model 780TFM.** Clear, rich FM tone, plus AM. 8 tubes including rectifier; dial light, tone control, phonojack. Alnico "V" FM speaker. Two separate antennas. Ivory or Willow Green. \$49.95\*

\*All prices are suggested retail for zone 1; portables priced less batteries.

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**Arvin INDUSTRIES, Inc., Columbus, Indiana**  
Also manufacturers of Arvin Electric Portable Heaters, Fans, Electric Cook, Automobile Heaters, All-Metal Ironing Tables, Outdoor Furniture, "Charky" Outdoor Grills

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## "KLIXON Protectors Save Dollars, Build Customer Goodwill," Says Appliance Service Manager

UTICA, N. Y.: Mr. Richard Henschke, Service Manager of Schwenders, Inc., knows the value of Klixon protected motors in appliances. He states:

"Despite increased sales, service calls on Klixon motor operated appliances have been so few, that we feel that Klixon Protectors should be used more extensively as they practically eliminate costly burnouts.

"Klixon Thermostats as used on heaters and automatic clothes dryers have given the same trouble-free service record. This benefits both us and our customers by added good will and dollars saved."



Manual  
Reset



Automatic  
Reset

# KLIXON

### Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

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"THE STORY OF THE SPENCER DISC."

**METALS & CONTROLS CORPORATION**  
**SPENCER THERMOSTAT DIVISION**  
2502 FOREST STREET, ATTLEBORO, MASS.

## Better Business Through Your Window

CONTINUED FROM PAGE 93

First, it will help to direct attention to your place of business from a distance. Secondly, it plays an important part in creating desirable conditions for the most favorable appraisal of the merchandise which you have on display. Lastly, it can help in its effect on the atmosphere which is best for your type of store. Your lighting can help set the tone of your establishment, can be high or low in key, stimulating or quiet, warm or cool.

An interesting study conducted several years ago on "Lighting as a Sales Investment" pointed up the impressive sales gains which could be achieved through a relighting program.

### Sales Gain From Re-Lighting

Type of Store	Average Gain
Apparel Shops .....	21 Percent
Automotive Store .....	19 Percent
Drug Stores .....	24 Percent
Filling Stations .....	24 Percent
Food Stores .....	20 Percent
Furniture—Radio— Household Stores .....	27 Percent
Gen'l Merchandise .....	22 Percent
Hardware Stores .....	40 Percent
Jewelry Stores .....	37 Percent

As outlined above, the survey showed that those types of retail outlet falling into the hard goods category were among those most likely to gain from the installation of proper lighting.

One advantage of good lighting in your window will be found in the effect that it will have in combatting outside reflection. During daytime hours, when the greatest volume of traffic will be passing your window, these reflections will often tend to obscure a window display and the interior of your store, a fact sometimes overlooked by the average dealer. Installation of lighting fixtures of modern design will help to combat effectively the distracting and negative effect

of reflected surfaces on your window display.

### Summing Up

Primarily, the use of your window display is one of the more important of those mediums which are open to you in your search for sales. Certainly it has the undeniable asset of being the least expensive.

Time will be the element most appliance dealers will find themselves short of in their approach to window display. Nevertheless it is important that you find the time necessary for the carrying out of this important task. Adopt a hard-headed approach to the problem, and assign either a capable member of your staff, or yourself to the job of window-dressing. Imagination will be needed, and elbow-grease in some volume, but your window can be an interesting one only if both are brought into play as part of a full-time and often changed display program.

Obviously there can be no set formula for window display which will prove entirely effective for as varied a group as the appliance-radio-TV dealer. Manufacturers in the display field such as the Reyburn Mfg. Co., Royersford, Pa., offer helpful booklets on techniques and decorations; General Electric publishes a brochure on lighting techniques, and Pittsburgh Plate Glass Co., has one describing modernized store fronts. Your local library will have more substantial volumes on display which contain many helpful hints, while your distributor representative can be a major source of suggestions.

In general, however, it is your own initiative and imagination which will come into play most often and help gain for your display the attention it deserves. *End*



"WE WANT TO LIVE BETTER ELECTRICALLY"







WITH  
GENERAL  
ELECTRIC'S  
R-1

# ROLL-EASY VACUUM CLEANER-

It's the ultimate in labor saving—you never have to lift it!



It lets housewives vacuum clean every part of every room easily . . . without ever lifting the cleaner. Because of its most modern shape and design, it won't tip over rolling over door sills—won't rumple scatter rugs as it rolls quietly from room to room. It even

rolls up stairs! It's the ultimate in labor saving. You can use it to clean high and low in every room of the house. There's an easy-to-use, color-matched attachment for every cleaning task. It makes vacuum cleaning more *effortless* than ever before!

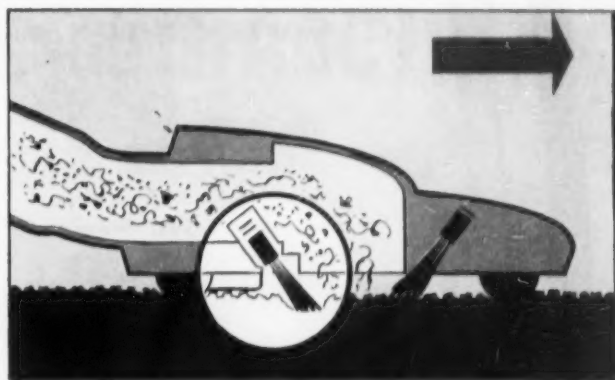
**NEW VALUE** **\$59<sup>95</sup>\***

\*Manufacturer's recommended retail or Fair Trade price, effective January 6, 1957. Includes a complete set of color-matched attachments.

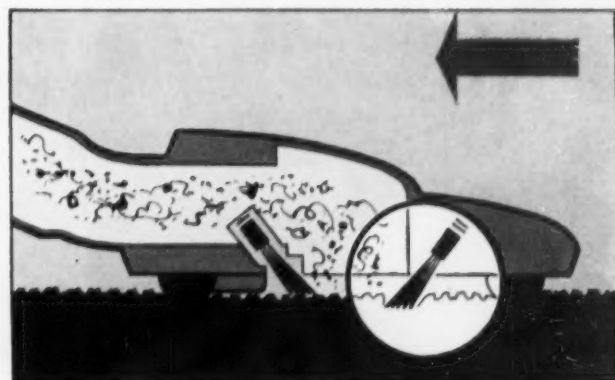


One unit cleans rugs as well as all floor surfaces. You can use it all over the house. And with its new, modern, low silhouette, you can clean way under beds, chairs, sofas, and tables. Glides effortlessly into spaces only two inches high on easy-rolling, full-width rollers.

Now featuring the  
new **"DOUBLE-ACTION"**  
Cleaning Unit!



Only the new General Electric "Double-Action" Cleaning Unit has these two brushes! The rear brush pushes dirt into the suction chamber . . . the forward brush pulls it in!



Result . . . "Double-Action" cleaning. Cleans any rug with fewer strokes, less work . . . picks up thread and lint the first time over!

AND WITH  
THE NEW  
C-4

# ROLL-AROUND VACUUM CLEANER

NOW  
profit-priced at **\$54<sup>95</sup>\***

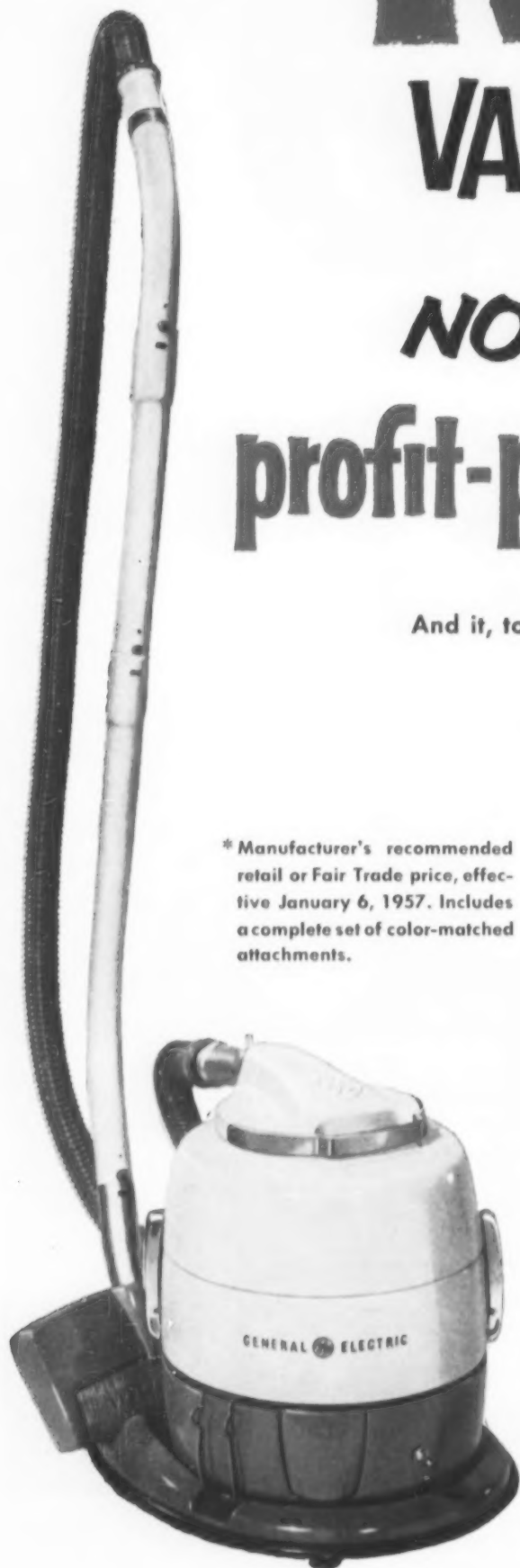
And it, too, features the new "DOUBLE-ACTION" Cleaning Unit!

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ONE UNIT CLEANS BOTH RUGS AND FLOORS!

- ★ STORES EASILY
- ★ ROLLS EASILY
- ★ CLEANS EASILY





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GENERAL  
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# R EADY-MADE PROSPECTS!

We're telling America's housewives how to  
vacuum clean the easy way with  
**THE BIGGEST CLEANER AD PROGRAM EVER!**



**BIG AD PROGRAM**  
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General Electric's 3 "R's" can make this your biggest  
year in vacuum sales and profits. So read 'em and reap!  
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**GENERAL**  **ELECTRIC**

# TESTIMONIALS SELL ELECTRIC WATER HEATERS



**PROSPECT MEETS USER.** Introduced to a satisfied electric water heater owner, right, by a Knight Appliance salesman, prospect studies typical electric bill, hears virtues of electric water heater first-hand.

Ed Rowland of Knight Appliances, Grand Junction, Colo., was doing all right in electric water heater volume when natural gas came to town. He's still doing all right, thanks to a technique of written and live testimonials which has his customers moving water heaters for him

**I**N the story of Knight Appliances, Grand Junction, Colorado, there's a happy lesson for every appliance dealer who's fighting to merchandise electric water heaters in gas-fed communities.

Grand Junction is a small, gas-served Colorado western slope town, more famous for its part in the multi-million-dollar uranium boom of 1950-1954 than anything else. There, Ed Rowland of Knight Appliances sells an average of 75 electric water heaters per year.

Outwardly, that amount isn't impressive. But when a glance at the firm's records reveals that Knight Appliances is turning over as many electric water heaters today as it did two years ago when there was no natural gas in Grand Junction, the conclusion is obvious.

Rowland's store has more than held its own

against gas by virtue of a highly refined testimonial technique. The uranium boom lured thousands of people into the western slope area. Most of them, though, were unfamiliar with electric water heating.

How to convert them, Rowland wondered? How to get electric water heating's message of dependability, economy and prestige across in one or two broad, dynamic strokes?

The electric water heater's greatest boosters, Rowland knew, aren't the dealers who stock it or the salesmen who talk it, but rather the people who use it. Only they fully appreciate everything electric water heating has to offer.

Figures don't lie, and few things are as impressive as statistics. Accordingly, the retailer worked out a system of documenting the actual costs of heating water by electricity,

based on meter readings taken by Grand Junction's utility.

## **The Personal Touch**

Experience had shown these figures to be invariably lower than prospects anticipated. Knight Appliances put them to work in the form of written testimonials.

To inject immediacy and warmth into his water heater drive, Rowland also adopted the personal testimonial, delivered "live" by satisfied users. These have proved far and away the more effective of the two testimonial types, though Rowland considers the written statements vital adjuncts.

The firm's three-point water heater sales pitch is founded on durability, operational economy and prestige. On every live testimonial call, the prospect is accompanied by a store employee, who's adept at steering wandering conversations back to these major sales points.

All of Knight Appliances' personnel (Rowland, a partner, and two outside salesmen) have "pet" lists of electric water heater users who are friends as well as customers. Each is perfectly willing to show his water heater installation to the prospect, and to testify to its operating cost, age and general efficiency.

Standard procedure finds the prospect in-  
(Continued on page 153)



**AFTERNOON'S COLD CANVASSING** started when salesman Bob Navarro, left, struck up conversation with residents of this middle-class neighborhood in El Paso. Conversation produced no sale, but acting on a tip he was given . . .



**NAVARRO VISITED SECOND HOME** in neighborhood where customer showed interest in buying portable TV for daughter's bridal shower. In turn, she called in neighbor who had son leaving for school and who was interested in buying portable set for him.

# Cold Canvassing Pays...

... up to \$250 a month in extra commissions for this Texas salesman who maintains most dealers have a mistaken idea of what cold canvassing really is . . . and how easy it is

"**C**OLD turkey calls jump my monthly commission checks from an average of \$350 to \$600 and better," says Bob Navarro, top salesman for White's in El Paso, Texas.

It's Navarro's contention that most appliance dealers and salesmen don't understand what cold canvassing really means. They confuse it with the methods employed by magazine subscription salesmen. They think it's necessary to go up one side of the street and down the other, knocking on every door.

That's the best way *not* to succeed in cold canvassing, says Navarro. His system is completely different and is perhaps best explained by following Navarro around.

## How It Works

First step is to pick out a specific area in which to work. At White's this is handled by sales manager George Clifford. For the afternoon in question Clifford assigned Navarro to a neighborhood of modest homes inhabited by middle income families who had resided there for some time.

Navarro's first call involved no door knocking. He spotted a homeowner washing his car. Watching were his wife and a neighbor's wife. Navarro introduced himself and talked for about five minutes. No one was asked to buy anything since Navarro knew that if any of the group had even the slightest interest in appliances or TV they would have mentioned it. But as Navarro left, one of the women suggested he call on Mrs. Schram, three doors down, who was looking around for a new range.

The lead was a good one. Mrs. Schram asked for a rough estimate on the trade-in value of her old range and Navarro arranged an evening appointment to talk the matter over with Mr. Schram. As he left Mrs. Schram suggested that he visit a neighbor, Mrs. Brown, whose daughter was getting married. "There's a big shower coming off tomorrow evening," she volunteered.

## Two Leads For One

Mrs. Brown lived on another street. She was a trifle confused by Navarro's call because she immediately suggested the name of another neighbor who might be interested in buying a portable TV set for a son soon to leave for college.

Mrs. Brown herself thought the portable TV set too small to be practical.

"Can I show you one I have in the car?" Navarro asked.

When she saw the set she changed her mind. She was so impressed that she volunteered to call her neighbor and invite her over on the spot to see the set.

The neighbor liked it and decided she would buy it for her son. But she in turn suggested that such a set would make an ideal gift for Mrs. Brown to give her daughter.

"But the shower's tomorrow," Mrs. Brown objected.

"I'll let you take this one and deliver your neighbor's set later on this afternoon," Navarro suggested.

"I'll admit that these two sales took up all of one afternoon," says Navarro. "But that's the secret of cold canvassing. The sales-

man, if he's friendly, will only have to make one contact in a neighborhood. From that single contact he gets a lead. And this snowballs.

"Most appliance salesmen believe success comes from the number of calls made. They believe that the law of averages will take care of them. This theory is too discouraging. And it muddies up the water. The hello and good-bye approach results in wearing out shoe leather and nothing else.

"I'll admit that running into two mothers both looking for gifts for their children was a coincidence. But remember, a winning football team plays for the breaks. And a salesman does the same thing.

"The sales are out there. A salesman doesn't have to force them. The secret lies in being friendly and in carrying on a conversation which will make the new acquaintance like you."

## Leads Coming

Navarro also emphasizes that he has more than just two sales to show for his afternoon's work. He has a definite lead on an electric range, for one thing.

"Not only that. When I asked Mrs. Brown for a drink of water I did it so I could get a look at her kitchen. Her refrigerator is in condition to be replaced soon. I've jotted that down in my notebook.

"Cold canvassing prevents my overworking one neighborhood and becoming too localized in my thinking, and my approach from becoming too 'canned'. And it has paid off for me." End



# ESTATE®

## GAS RANGES

*give you more  
selling power!*

**OPEN UP THIS FOLDER...**  
read all about these  
spectacular new  
**GAS RANGES**

ESTATE GAS RANGES

Products of **WHIRLPOOL-SEGER CORPORATION** St. Joseph, Michigan

*Join Up! it's easier to sell ESTATE*



so delicious...  
so easy  
to cook...



WITH NEW 1957  
*Estate*  
GAS RANGE



than sell against it!

only the new *Estate*<sup>®</sup> gives you  
exclusive Bar-B-Kewer meat oven



that seals in natural meat juices . . .  
reduces shrinkage . . . provides  
charcoal-like barbecuing indoors.

1. **Barbecue the largest cuts of meat.** You can barbecue the largest roast . . . even a 40-lb. turkey to new, tasty perfection in the barbecue oven. A special, low, radiant heat seals in flavorful juices . . . then penetrates to the center of the meat to actually cook it in these juices. There is no "drying out," and no basting required.

It's so convenient, too! You can prepare the meat while using your bake oven for other items.

both in one oven

2. **Barbecue with automatic rotisserie.** The perfect way to give small meat cuts and fowl . . . even low-cost meat cuts . . . that delicious barbecue taste. You simply place them on a spit and frame especially designed for the barbecue oven. When the spit tip is inserted in a receptacle in the oven back, it automatically turns until removed . . . exposing all sides of the meat to the low, radiant heat. The spit is designed so all meats will slip on easily and be held firmly in place throughout cooking by adjustable, "fork-like" holders.

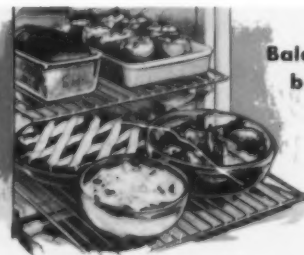


NOW, IN ONE RANGE . . . EVERY WORTHWHILE COOKING ADVANTAGE

1957 *Estate*  
versatile cooking . . .

Thermostat control makes  
every utensil automatic

No more burning, seorching or sticking! Now, you can have top cooking as automatic as that in your oven. A precision, heat-sensing thermostat in the center of the top burner anticipates the slightest variations in utensil temperature . . . then automatically turns the burner on or off as required. The exact heat you select is evenly maintained throughout cooking.



Balanced-heat  
bake oven

Perfectly bakes and browns even the most delicate foods anywhere in the oven. Turbulent, circulating heat reaches every corner. Then, Silicone door seal keeps it in to eliminate "hot" and "cold" spots and provide always-even heat.



late gas range gives you more convenient, more  
 cooking ... plus 50% more top-cooking capacity



3-in-1, built-in griddle  
 gives 50% more top-cooking area

A triple cooking convenience! The big griddle provides delicious, greaseless grilling of meats, fruits, vegetables or any food. You can fix bacon and eggs for the whole family at once on it ... or even a whole meal. You can use it also as a pre-dinner, keep-warm area for two utensils of food.

Then, for canning or making jellies, it removes to expose a giant 5th top burner that holds up to a 25-qt. utensil.



ng!  
 atic  
 eat-  
 top  
 s in  
 ally  
 The  
 ned

Adjusts at finger-tip touch to the correct height for the tastiest broiling possible. It's pleasant broiling too ... because fats and drippings drain out of heat zone to eliminate smoke and dangerous, spattering hot grease.

3-Position,  
 radiant-heat  
 drawer broiler



Meat probe  
 automatically shuts oven off

No more over-cooking or burning! You simply set the meat probe for the exact degree of cooking desired and plug it into the oven side. When meat is done the oven automatically turns off.

Plus all these better cooking features ...

- Waist-high broiler (on barbecue oven models).
- Center Simmer burners give even, all-over heat.
- Automatic electric clock with interval timer.
- Heat-proof oven windows to your order.
- Dispos-A-Bowl throw-away bowl liners.
- Tilt-proof grates hold smallest utensils level.
- Counterbalanced oven doors.
- Convenient, electrical appliance outlets.
- 100% safety shutoff on oven pilots.
- Approved by American Gas Association.

there's a 1957 *Estate* gas range with t



**CUSTOM Model G-225, 40" Gas Range**

with built-in griddle, 5th top burner, bake oven, 5-position drawer broiler, electric clock with timer, fluorescent light oven light, 2 appliance outlets.

**IMPERIAL Model G-229, 40" Matchless Gas Range**

with barbecue oven, rotisserie, automatic clock, built-in griddle, 5th top burner, bake oven, meat probe, Center Simmer burners, waist-high broiler plus low broiler, full-width light.



**CUSTOM Model G-227, 40" Matchless Gas Range**

with barbecue oven, built-in griddle, 5th top burner, bake oven, waist-high broiler, electric clock with timer, fluorescent light, oven light, 2 appliance outlets.



with the features you want at the price you want to pay



**DELUXE** Model G-209, 30" Gas Range

with giant 24" oven, 5-position drawer broiler, tilt-proof grates, Dispos-A-Bowls, counterbalanced oven door.



Select an Imperial model  
in these decorator colors: white, pink, yellow, green



**CUSTOM** Models G-213, (Matchless),  
G-211, 30" Gas Range

with giant 24" oven, 5-position drawer broiler, electric clock with timer, oven light, fluorescent light, appliance outlet.



**Estate** gas range with the features you want at

**IMPERIAL Model G-229, 40"**  
Matchless Gas Range

with barbecue oven, rotisserie, automatic clock, built-in griddle, 5th top burner, bake oven, meat probe, Center Simmer burners, waist-high broiler plus low broiler, full-width light.



**CUSTOM Model G-227, 40"** Matchless Gas Range

with barbecue oven, built-in griddle, 5th top burner, bake oven, waist-high broiler, electric clock with timer, fluorescent light, oven light, 2 appliance outlets.



**DELUXE Model G-228, 40"**

with giant 24" tilt-proof grates, advanced oven door.



Select an Imperial model in these decorator colors

ant at the price you want to pay

**DELUXE** Model G-209, 30" Gas Range

with giant 24" oven, 5-position drawer broiler, tilt-proof grates, Dispos-A-Bowls, counterbalanced oven door.



an Imperial model  
e decorator colors: white, pink, yellow, green



**CUSTOM** Models G-213, (Matchless), G-211, 30" Gas Range

with giant 24" oven, 5-position drawer broiler, electric clock with timer, oven light, fluorescent light, appliance outlet.



**IMPERIAL** Model G-215, 30" Matchless Gas Range

with giant 24" oven, 5-position drawer broiler, electric clock with timer, full-width light, Center Simmer burners, oven light, 2 appliance outlets.

# idea digest

Appliance dealers in various sections of the country have different methods of approaching the problem of boosting sales. How some of them do it is shown in the six pictures below



**LIMITED DISPLAY** area available to you? If so, this space conserving idea from the Good Housekeeping Shop in Appleton, Wisc., may be right down your alley. Dryer and washer are mounted on a revolving turntable making it possible for them to serve in two ways, as window display, and when turned around, as demonstrable merchandise. It's helpful with any major appliance.



**SAMPLING** can help to spark your housewares sales at negligible cost in time and money. In the photograph above beef has been rolled into cocktail-size meatballs, combined with spices and barbecue sauce and is being "done-to-a-turn" in a frypan-skillet demonstration. It's a timetested method which seldom fails to attract the prospect who is "looking-around"; helps clinch the sale.



**CONTAINERS** help advertise the wares of Edensburn Radio-Appliance, Peoria, Ill. The waste paper containers are owned by a local advertising agency, and are strategically located. Being four-sided they have a different advertiser on each side and are turned a quarter way round each month so that all four advertisers get the same advantage of position.



**DOWN FLORIDA WAY**, Ratcliff Firestone Store in Ft. Walton found that installation of a TV set in the shopping district paid off. Searching the heavy traffic downtown area, owner J. E. Ratcliff located an unused section of wall fronting on the town's main shopping boulevard. Having leased the spot he made the installation pictured, arranged to have set turned on at dusk nightly; later it is cut off automatically by a time switch.



**A PLACE ON THE MAP**. Gran-Schaefer, a radio-TV retailer in Van Nuys, Cal., conducts business in a new and rapidly growing business and residential district. To aid a public which is not familiar with local streets a large city map is prominently displayed where it can be seen from the window. It attracts attention here not only as a helpful aid for the passerby, but in establishing the store in a possible prospect's mind.



**TELEPHONE LINEMEN'S** kits are an idea easily pirated for your own servicemen. The leather carrying cases are usually available at Army-Navy surplus stores, and easily adaptable to the needs of your own crews. Prime advantage is that with all necessary tools your serviceman is always prepared for the job at hand and doesn't waste unnecessary time hunting for his equipment.

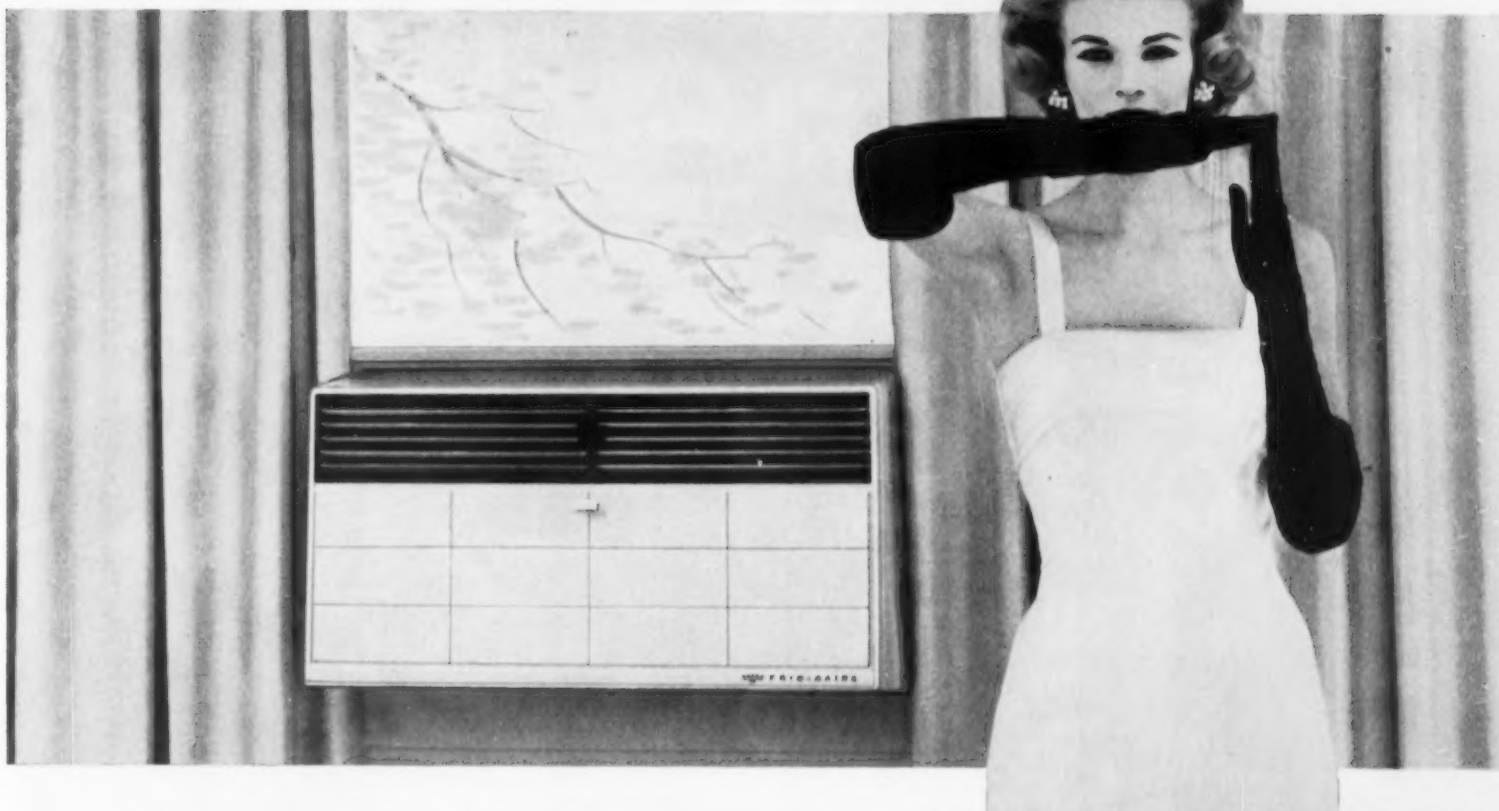


*The Coolingest (and the Sellingest!) ever...*

# FRIGIDAIRE

## ROOM CONDITIONERS

WITH THE SHEER LOOK FOR '57



**new, low, built-in, blend-in styling  
for more see-out, light-in area.**

The new Frigidaire Room Conditioners are loaded with exciting sales appeal. Whatever the customers' needs, you'll be there with Frigidaire. There are models to cover the needs of homes, offices, stores, apartments, institutions . . . models to fit casement or double-hung windows . . . models that plug into regular house current (115 volts) . . . models that provide both heating and cooling . . . all Full-Capacity models.



**For the Sellingest Season yet . . .** Strong, sales-building features, new, low price tag . . . backed by powerful national and local advertising, the biggest campaign in Frigidaire history . . . plus technical and sales training programs and local merchandising plans—it's the most effective promotion program ever offered. Has everything you need to build the Sellingest room conditioner season ever. Write FRIGIDAIRE DIVISION, General Motors Corporation, Dayton 1, Ohio today.

# FRIGIDAIRE

ROOM CONDITIONERS



BUILT AND BACKED BY GENERAL MOTORS



**FRIGIDAIRE BUILDS THE BEST,  
PROVES IT BY TEST . . . FOR  
CERTIFIED QUALITY!**

Frigidaire certifies that *every* unit must pass a series of rigid tests and inspections (in many cases exceeding ARI standards) with each conditioner being fully operated upon completion.

Only units measuring up 100% to Frigidaire's exacting standards of performance and construction are accepted. Frigidaire Conditioners are tested and rated in compliance with ARI (Air Conditioning and Refrigeration Institute) Standard 110-56.

**All Frigidaire Room Conditioners feature:**

- New, Low-Silhouette Sheer Look
- Magic Guide Air Control
- Whisper-Quiet, Full-Capacity Cooling
- Comfort-Control Thermostat
- Triple Tube Cooling (4 rows on larger models)
- Angle-Flow Air Silencer
- Simplified Control Panel
- Liberal Warranty and Protection Plan

# New Hamilton *Suburban*! High-end home laundry



**Hamilton Suburban** You'd never guess how little it costs! Unmistakably high-end in styling, and with a wonderful line-up of expensive features. *Suburban* washer Model 370 is fully automatic, has two-cycle timer, illuminated control area and Hamilton's popular Touch-and-Go Controls. *Suburban* dryer, Model 380E electric, 390G automatic-ignition gas, has Hamilton's exclusive Carrier-Current Air Circulation, Fabri-Dial Temperature Selector, illuminated control area and Touch-and-Go Controls.

# *Hamilton*

## STRONGEST EXCLUSIVE LAUNDRY

## special at a new low price!

Hamilton created its new *Suburban* special by asking—"How much can we put in?"—not, "How much can we take out?" The result? A startling sales package that gives you—high-end, feature-packed units . . . new low prices . . . healthy, profit-protecting discounts . . . ready for volume selling right now! See the new Hamilton *Suburban* and you'll see why we say—*You'd never guess how little it costs!*

### New Hamilton Suburban promotion for you!



Beautiful big full-color, full page ads in these magazines build Hamilton sales for you!



Rich, full-color product literature—complete Hamilton *Suburban* merchandising kits for you!

# ton

## LINE GOING!

### Handsomely styled, loaded with high-end features!

You'll sell the new *Suburban*—without apologies! Smart new color accents of *Suburban* blue sparkle on a design adopted from the top of the Hamilton line. Outstanding array of high-priced features means there's more to see, more to sell in the new *Suburban*!

### Priced to sell \$100.00 or more under the market!

That's right! You can sell a complete Hamilton *Suburban* home laundry for \$100.00 or more under comparable washers and dryers. Richly styled, value-packed with performance features—and still you get a \$70.00 edge on *Suburban* washers, a \$40.00 edge on matching dryers!

### Plus healthy, high-end discounts!

High-end appearance, new low price—and discounts that leave you room to breathe, and then some! Hamilton *Suburban* is not a "you lose" special—and this is not just talk! Find out from your Hamilton Distributor how new Hamilton *Suburban* puts the profit back in volume selling!

### Ready now . . . in quantity . . . without tie-ins!

Hamilton *Suburban* has everything for the dealer but a hook! You take what you want, you get what you take—with or without other items from the complete Hamilton laundry line! No "tag-along" grief, because Hamilton means laundry equipment *only*—and Hamilton laundry equipment means business, *for you!*

**Hamilton Manufacturing Company**  
Two Rivers, Wisconsin



## THE APPLIANCE DEALER'S EXPANDING ROLE IN AIR CONDITIONING

continued

climbed to 2,750,000.

### Is it a Profitable Future

There remains a big question. Will this increased business improve the profit picture for retailers? Certain trends are now at work which, if they continue to develop, could correct some of the factors which hurt today's profit picture. The most important of these is some leveling out of the traditional hot weather sales pattern. Another is a growing maturity on the part of the industry.

But these are only trends and neither of them (alone or together) can obscure the fact that air conditioning is a hot weather business and as such is subject to intense fluctuations which will affect price and profitability.

There has already been improvement in leveling out the industry's sales curve (see Chart E). More may be in the offing. Fedders-Quigan president Salvatore Giordano, for example, predicts that within two years room air conditioners will be sold almost as easily in October as in July. He has in mind a product improvement which will extend the season for air conditioning.

### Weather Still Rules

But today, most manufacturers admit that next summer's temperatures will be the ultimate determinant of industry business. That's a broad statement and subject to some interpretation, however. Howard Haas of Mitchell argues that year in and year out the country gets the same amount of heat. The hot spells may occur at different intervals in different years and really hot weather may appear in one region this year, then shift to another next. For the industry as a whole, then, weather may be more of a constant factor than it is generally thought to be. But for the individuals involved—for distributors and dealers—this still spells intense fluctuation. There's no getting around it: at the retail level a late hot spell isn't as valuable as an early heat wave. And a hot summer in the Southwest can't redeem a cool summer for New York retailers.

As far as the industry's growing maturity is concerned, there are evidences of it at every hand. But most manufacturers warn that it is easy to overestimate the actual value of such maturity. Giordano thinks that the most important thing to remember is that "we want to be mature." He points out that an industry which is maturing is at the same time undergoing "growing pains" and adds that the problems the industry must face have multiplied.

It's important, too, to remember that the most mature of industries can make mistakes and that growing up is no guarantee against occasional errors. Air conditioning men cite the automobile industry as an example of the fact that mistakes are not the exclusive property of the young.

Is there real evidence of the room air conditioner industry maturing? Most manufacturers will give an affirmative answer to that question but they differ on specifics. Some think that the industry's attempt at self-policing in regard to Btu ratings is an evidence of growing up. Others point to the weeding out of marginal producers. Still others cite the lengthened production and sales seasons. The evidence of an industry maturing is there but it's hardly overwhelming. Most important, it's no guarantee that mistakes won't be made in the future.

### For 1957: A New Record

A word of caution like this, however, should not obscure prospects for the industry, either for the months just ahead or for the long term developments as outlined above. For 1957 almost everyone anticipates still further increases. One of the most conservative guesses comes from Carrier's Wampler who foresees a gain of 50,000 units in retail sales. His estimate of 1956 sales was 1,550,000 units and for 1957 he advances that to 1,600,000. York's Robert Cassatt thinks sales will near 1.7 million while Giordano of Fedders says they may hit two million. Haas of Mitchell puts his estimates at 2.25 million.

With volume like this in prospect and with long term growth seemingly assured, the room air conditioner industry is understandably commanding a "second look" from dealers. And it appears that, as a result of this, the room air conditioner will loom larger and larger in the dealer's merchandising pattern. The dealer realizes that he is faced with a growth product in which he is the dominant retail channel. The product's seasonal characteristics, which at first glance appear to be a drawback, actually complement the dealer's other business. With considerations like this in mind dealers, even though aware of the product's problems, can hardly help but be impressed even more by its potential.

## CENTRAL AIR CONDITIONING

Actually, the appliance dealer's horizon in air conditioning is considerably brighter than anything said so far would indicate. That's because discussion up to this point has been limited to room air conditioners. But the future of the appliance dealer in central residential air conditioning may be even more promising.

This must remain for the present a speculative conclusion. Certainly there is no unanimous agreement within the industry that the appliance dealer should handle such business. And it must be admitted that most dealers have as yet given little thought to the possibility.

The fact remains, however, that a growing number of firms feel that such a development is inevitable. These companies are inviting appliance dealers to investigate the possibilities. There are even some firms which are tailoring their marketing plans to include the appliance retailer. Some firms are already using appliance dealers with considerable success.

### New Role For Dealer

This, of course, represents an innovation. A recent survey (conducted by Du Pont) of owners of central systems indicates that 68 percent were purchased from air conditioning engineers or contractors, 12 percent from heating-plumbing contractors and 11 percent from warm air heating contractors. But those who feel that the appliance dealer is destined to play a key role in central cooling point out that the appliance retailer is himself changing. He is becoming something more than an appliance dealer if you think of appliances as only packaged, plug-in units. He is, instead, handling "home utilities," many of which require installation. The bugaboo of installation as far as central cooling is concerned may not particularly worry a dealer who is already deeply involved in installation problems on other merchandise, including kitchens.

There are some manufacturers who discount the installation headache by suggesting that dealers use installation specialists. Robert H. Lodge, sales manager of the packaged air conditioner division of Mitchell thinks it possible that "appliance dealers and air conditioning contractors could get together; dealers to furnish the merchandising and selling know-how, with contractors handling installation and service."

George Long, sales manager of Carrier's unitary equipment division says that "there is certainly as much opportunity for the appliance dealer in the field of central air conditioning of homes as there is, for example, in the field of built-in appliances." Long warns, however, that despite the current trend to simplifying installation

"a certain amount of measuring, fitting and installing will always be required with any central air conditioner . . . the design trend is actually directed toward enabling appliance dealers to merchandise central air conditioning as they do other appliances by providing a standard package and cost for a given size and type of home. For those dealers who are interested in specializing by setting up an installation operation, central air conditioning can offer a vast and profitable market in the years to come."

Standardizing the costs of installation is seen as one of the developments which will encourage appliance dealers to enter central cooling. That's the opinion of Fedders' Giordano who sees a "good many dealers" getting into this field. Giordano feels there is no doubt that today's volume in central cooling would be bigger than it is if specialty dealers had been in on the business. But he adds that today's installation techniques would have prevented large scale sales at any event. He envisions the day when installation has been standardized so that a dealer can have a predetermined set of costs which he can use to quote installed prices for customers.

### Needed: Selling Talent

There is a corresponding pattern of thinking emerging in the minds of many manufacturers. These men feel that strong creative selling through some sort of mass marketing pattern is vital for the development of the central system business.

This conviction gains some emphasis from information uncovered during last summer's study of the central air conditioning market by Du Pont. The results have led Du Pont researchers to conclude that "lack of aggressive salesmanship . . . may account in large part for the small number of central air conditioning units now installed in homes."

The survey indicates that 93 percent of a thousand owners of non air-conditioned homes say they have never been contacted by an air-conditioning salesman. Of those not contacted 26 percent said they have seriously considered some sort of cooling relief for their homes; about half are potential sales targets for room units and slightly over a quarter are "prime prospects for central air conditioning." Du Pont says the survey indicates an immediate market for at least 270,000 central residential systems in metropolitan areas alone. Yet in 1956 only 175,000 such systems were sold throughout the country.

Unitwise this performance is far below that for room air conditioners but dollar volume of central units in 1956 reached \$262 mil-

(Continued on page 124)

**CRAMPED FOR SPACE?**

# **Complete Dormeyer Power Tool** **Dept. Takes Only 28 Inches!**



**and...Returns a Net Profit of \$51.30**

**Bright, colorful unit comes completely assembled**

Are you cramped for space, but still want a complete power tool department? Then look to DORMEYER! With the 28-inch wide Complete Dormeyer Power Tool Department you get fast turnover and \$51.30 profit for a small investment of only \$85.50.

Here's the most marvelous invention since the shoe horn. This 28-inch Complete Dormeyer Power Tool Department slips in anywhere. And, even though it's small, it packs a mighty sales wallop. That's because Dormeyer

Matched-Craft Power Tools are wanted and preferred by both hobbyists and home-owners alike. They're low in cost and built rugged and dependable to last for years.

Completely assembled unit (Model 5-3822) shown contains:

- #5-2001 Dormeyer 1/4" Wrench-Lok Drill
- #5-2201 1/4" Drill with famous Geared Chuck
- #5-7000 Big Capacity Portable Power Saw
- #5-3300 Dormeyer DeLuxe Wall Cabinet type 1/4" Drill Kit
- Consumer Literature and Special Sales Manual

**Be a Franchised Dormeyer Dealer  
... New Plan Just Announced!**

See your Dormeyer distributor about the new Dormeyer Franchised Plan. It offers exclusive dealerships, merchandising aids and seasonal promotions. All designed to help you make more money with DORMEYER.

*For a complete catalog of these and other Dormeyer Power Tools, call your distributor or write to Dormeyer*

# **Dormeyer**

DORMEYER CORPORATION • POWER TOOL DIVISION • CHICAGO 10, ILL.



# "Thin...and Low"

## has revolutionized air

**Full-page ads in November!**  
**Xmas windows – dozens of 'em!**

Whatever happened to the old-time air conditioner "season" that started in Spring? That's what Fedders dealers are wondering. For the past two months they have been pushing, promoting – yes, *selling* the new THIN...AND LOW Fedders.

They've sold (and over-sold) Fedders' initial production. They tried it on faith back in November and they found it easy. They have sold THIN...AND LOW styling from ads, from pictures, even before the pipe lines filled up. They have discovered that the Fedders THIN...AND LOW design is made to measure for 1957 profits in any weather. From front to back...top to bottom...side to side, it's the only air conditioner that's right in *every* dimension.

Lots of new 1957 Fedders features make the sales come easy. A new Unimount compressor that snuffs out vibr-r-ration...new Slideaway control panel that brings a decorator look to air conditioning...new Sure-Set thermostat...lots more. The world's first 115-volt 1-HP air conditioner – now in THIN...AND LOW styling – and the famous 7½-ampere ¾-HP Supreme make mid-winter selling that much easier.

**business is pressing...**

**no time for wrong guessing**

What are *you* waiting for? Sure, it's winter – sure, it's cold – but it's air-conditioner selling season if you're a Fedders dealer. How many sales have passed you by because you're not displaying the THIN...AND LOW Fedders? And in 1957, brother, with lots of dealers displaying and selling, when they've passed you by, they're gone for good.

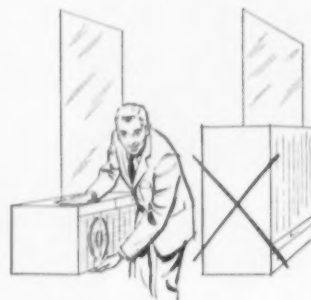
**Better call your Fedders Distributor – right now!**

**Make it another great year**  
**with**

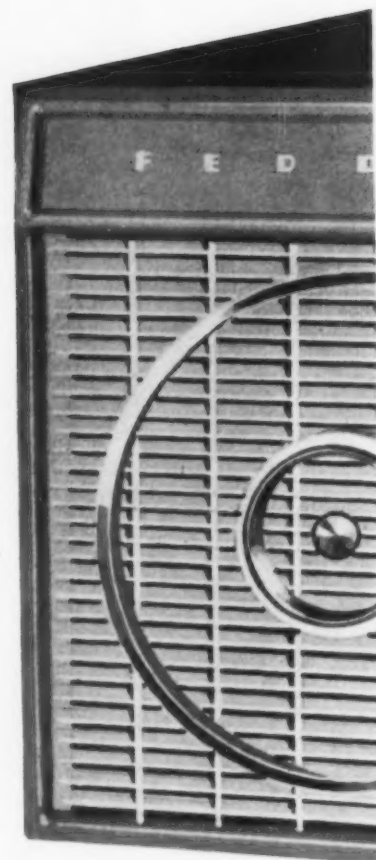
# **FEDDERS**



**It's THIN**... doesn't stick out  
 ...no ugly overhang, inside or outside.



**It's LOW**... doesn't stick up...  
 doesn't block the view or shut out the light.



**It's NARROW**... only 27" wide  
 ...fits all standard windows.



# FEDDERS

## conditioner selling!



Scores of dealers set up Fedders windows like this to sell Fedders air conditioners for Christmas.

**Revolutionary!**  
At last! The air conditioner that  
doesn't stick way up... doesn't stick way out!

1957 **FEDDERS** with  
**Thin...and Low Design**

**It's Thin**  
Doesn't stick out!  
No ugly ceiling, inside or outside.

**It's Low**  
Doesn't stick up!  
Doesn't block the view or shut out the light.

**FEDDERS** World's Largest Selling Brand

Exclusive Distributors - LAY ELECTRIC COMPANY, 604 Bedford Avenue, Brooklyn, N.Y. - CUL 9-1000

Page ad appeared in New York, Philadelphia, Richmond and other cities in November and December.

...the world's largest selling air conditioner

**HIKE  
your  
'57  
profits  
with  
Homko  
power  
mowers!**

**6**

**big reasons  
show you how:**

- **PAID** full page color ads in your town's Sunday newspaper supplements! **YOUR NAME LISTED FREE!** Slashes your advertising expenditures!
- **PAID** giant key-market newspaper ads! **YOUR NAME LISTED FREE!** Keeps ad costs down... keeps your profits realistic!
- **SENSATIONAL** Dealer Demonstrator Plan doubles your selling power! Gives you demonstrator mowers at extra low cost! You pay no penalty for the best way to sell... demonstration!
- **NATIONAL ADVERTISING** in the major homeowner magazines! You get the added benefit of major brand name recognition... acceptance!
- **COMPLETE LINE OF POWER MOWERS**—power-propelled reel and rotary models, power and hand lawn sweepers, power edger-trimmers, loads of profitable accessories! **EASY SELL-UP WITH HOMKO!**
- **REVOLUTIONARY ENGINEERING TRIUMPH**—all rotary mowers feature the "SWING-A-WAY" FLEXOR BLADE that prevents drive shaft damage, makes ordinary rotary mowers obsolete!

**NEW  
THE THUNDERBIRD  
MODEL RA-222  
22"**



**Power-propelled Heavy-Duty Trimmer-Type Rotary Featuring 2 Speed Transmission, 2½ Hp., 4-Cycle Briggs & Stratton Engine with Recoil Starting.**



Send for complete program and product booklet.

**"Homko for '57—Bigger Than Ever!"**

Phone the Homko Distributor Nearest You, or Write

**Homko**

MANUFACTURED BY  
**Western Tool and Stamping Co.**  
2725 Second Avenue • Des Moines 13, Iowa  
The World's Largest Producer of Power Lawn Mowers

**The Dealer's Expanding Role**

CONTINUED FROM PAGE 120

lion, relatively close to the \$485 million spent on room units. Even the unit figure is impressive when one considers that as recently as 1952 annual sales were only 15,000 units. This jumped to 75,000 by 1954 and has increased by 50,000 in both 1955 and 1956. Carrier's Wampler thinks an even bigger increase is due this year; he forecasts sales of 250,000 units. By 1961 the figure will be 600,000 he says and by 1966 it should reach 1.2 million.

**Behind the Figures**

Once again these figures alone do not tell the complete story as it affects the appliance dealer. Up to now the majority of sales of central units have been made in new home construction field but in 1956 authorities say that about half of sales were made to owners of existing homes. This trend will be encouraged by the practice of builders putting up new homes with heating systems which they advertise as readily convertible to air conditioning. Quite obviously it is the existing home market which offers the biggest opportunity to appliance dealers.

Dealers can also expect to capitalize on the close association in the public mind on their already dominant position in room air conditioning. The Du Pont survey, for example, showed that 38 percent of owners of central units previously owned a room unit and that of this group 86 percent said their experience with the room model had "heavily influenced" their desire for a central unit. This suggests that appliance dealers may ultimately be able to develop central business among those customers who have already purchased room units. It also seems logical that a dealer approaching a customer can sell him a room unit if the customer is not yet ready for a central system and have every confidence of being able to convert the sale later.

**Exploring the Market**

As this part of the air conditioning industry matures considerably more market information is becoming available. The Du Pont survey shows that 43 percent of systems are installed in homes valued at upwards of \$30,000, 25 percent in homes costing \$20,000 to \$30,000, 21 percent in the \$15,000 to \$20,000 bracket, 10 percent in the \$10,000 to \$15,000 category and one percent in the \$7500 to \$10,000 group.

As far as income is concerned, 58 percent of installations were in homes where it exceeded \$10,000.

Twenty-six percent were installed in homes of persons earning from \$7,000 to \$10,000 and the remaining 16 percent were owned by persons whose salary ranged from 3,000 to \$7,000.

In the recently completed Bureau of Labor Statistics study of housing characteristics six percent of new homes included complete air conditioning. The figure was higher in the South where nine percent of new houses were so equipped. Fifteen percent of homes over \$20,000 had central air conditioning included but in the South in the same category 39 percent included central systems. On a national average, seven percent of new homes in the \$12,000 to \$15,000 price range included central cooling while six percent of the \$15,000 to \$20,000 group were so equipped.

The snowballing possibilities in central cooling are highlighted by one finding in the Du Pont survey which shows that among all non-owners only 1.8 percent have definite plans to buy a unit in the near future but that among those whose neighbors now have central cooling 5.8 percent plan to buy.

**Potential High**

Figures like these suggest the ultimate potential awaiting the central air conditioner. It is in an effort to capitalize on this potential that more and more manufacturers are considering the appliance dealer as a new ally in marketing this product. In turn, the figures should help convince the appliance dealer of the market ahead of him if he decides to go after this business.

That's why, as 1957 opens, the appliance dealer's stake in the entire field of residential air conditioning (and not just in room units) looks broader than anyone had ever thought it could be. **End**



"WHY NO, DIDN'T YOU?"



**KELVINATOR  
MEANS BUSINESS**

# New 1957 Kelvinator Electric Ranges

**OUT-PERFORM...OUT-DEMONSTRATE ALL OTHERS!**

## **WORLD'S EASIEST CLEANING**



**Just open the door to demonstrate throw-away oven linings that end the back-breaking job of oven cleaning.**

## **FASTEST ELECTRIC COOKING**



with new Kelvinator *superspeed* surface units and automatic oven pre-heat that brings oven temperature to 350° in under 4 minutes.

And More "Demonstrate-to-Sell" Features that Prove—  
**KELVINATOR MEANS BUSINESS...**  
**GOOD BUSINESS FOR YOU!**





# KELVINATOR—WORLD'S EASIEST CLEANING.....



Star-Styled — Star-Featured  
40" Model KRG-49

You get more to sell with

## NEW 1957 KELVINATOR ELECTRIC RANGES

There's rich new beauty, fresh new styling and more *wanted* features in every new 1957 Kelvinator range. And it all adds up to make each and every model the outstanding value in its price class. Yes, they're all new and they're all wonderful, because they're all the most saleable ranges in the industry today.

And Retail Minded Kelvinator brings you a 1957 range line that is not only tops in features, tops in value, tops in sales appeal, it's *tops in quality* and that means that here is your big opportunity to get solidly into a profitable range business in 1957.

**8 CUSTOMER-APPROVED COLORS  
AND CLASSIC WHITE**

## AUTOMATIC "NO BURN" UNIT

New automatic surface unit maintains any selected heat—needs no watching . . . foods will not burn. It's a feature that sells, a feature women want, a feature you can demonstrate.



### Automatic ROAST-READY

The amazing ROAST-READY is the completely automatic roasting control. Automatically gives a perfect roast, every time, just the way you like it. Turns oven off automatically and the signal on the backguard (below) flashes "ROAST-READY."



### ADJUSTABLE BROIL RACKS

Simply turn the handle to demonstrate how the Broil Rack moves up and down. Makes it so easy for the user to place all foods at the exact distance from the broiler element for perfect broiling. No shelves to slide! No hot racks to handle!



Star-Styled — Star-Featured  
30" Model KRG-38

# ...FASTEST ELECTRIC COOKING—KELVINATOR!

## World's Easiest Cleaning is EASY TO DEMONSTRATE



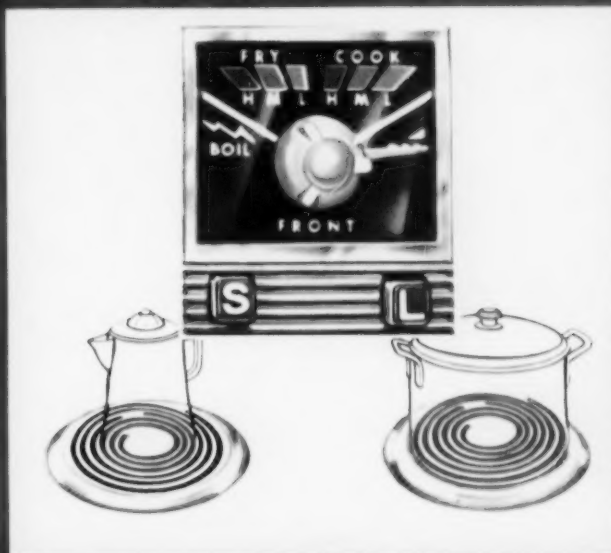
### THROW-AWAY OVEN LININGS

#### End Back-Breaking Oven Cleaning

Proved by every test the most wanted feature in the range industry and it's the easiest to demonstrate. Slip out linings and replace with shining new linings in a jiffy. Women see at a glance that here, at last, is a feature that ends forever the hardest, dirtiest job a housewife has to face! It's another Kelvinator exclusive!

**YEAR'S SUPPLY FOIL LININGS FREE**

## You'll Get Instant Response to FASTEST ELECTRIC COOKING



### PUSH BUTTON PAN SELECTORS

#### Superspeed—Flexibility—Economy

Push the "S" button and demonstrate the economy of cooking with inner ring only, for small pans. Push the "L" button and demonstrate the efficiency of cooking with the complete unit for large pans. Turn the control to show how, with Thermostatic Action Switches, you can dial any heat from "Boil" to "Low". Only Kelvinator gives you super-speed, the simplicity of push buttons with the flexibility and accuracy of rotary controls.

**DIAL ANY HEAT**

## POWERFUL SALES CLOSERS FOR EVERY 1957 KELVINATOR



### NEW BEAUTY MAKES KELVINATOR A STANDOUT ON THE SALES FLOOR!

Smartest and loveliest, new modern design with Star-Styled Oven and sweeping Wing-Type, Two-Tone Handles . . . dramatically different backguard with full-width Fluorescent Illumination.



### ELECTRIC ROTISSERIE

Self-basting—operates on 110 Volts. Takes 20 lb. roast or fowl. For use with *any* Kelvinator range.



### KELVINATOR PARTY GRILL

It fries—toasts—grills. Accurate Thermostatic control, plugs in 110 Volt AC—indoors or outdoors.



**KELVINATOR LEADER MODELS OFFER  
TREMENDOUS NEW ELECTRIC RANGE  
POTENTIAL FOR KELVINATOR DEALERS!**

**NOW, LUXURY FEATURES—  
SOUND BASIC PRICES!**



30" Model KRG-33

**EVERY NEW 1957  
30" and 40" KELVINATOR  
LEADER MODEL HAS**

- Superspeed Surface Cooking
- 7-Heat Surface Unit Switches
- Automatic Oven Timer
- Minute Minder
- Automatic Push Button Preheat
- Radiant Rod Bake Unit
- Radiant Rod Broil Unit
- Illuminated Oven Thermostat
- Oven Signal Light
- Two Appliance Outlets
- Removable Porcelain Drip Pans
- Removable Chrome Adapter Rings
- Full Width Storage Drawer
- Fluorescent Top Light
- Rotisserie\*
- Up-Down Unit with Deep Well Cooker\*
- Party Grill\*

\*Available as accessory

**BUILD MORE  
RANGE VOLUME WITH  
NEW KELVINATOR  
BUILT-INS**

**NEW 2-UNIT SURFACE UNITS  
NEW BUILT-IN OVENS**

**DON'T MISS THIS OPPORTUNITY!  
KELVINATOR  
ELECTRONIC RANGES**

Dealers from coast to coast report  
this the greatest traffic builder and  
all-product sales maker in the appli-  
ance industry today . . .



***Kelvinator*** MEANS BUSINESS—



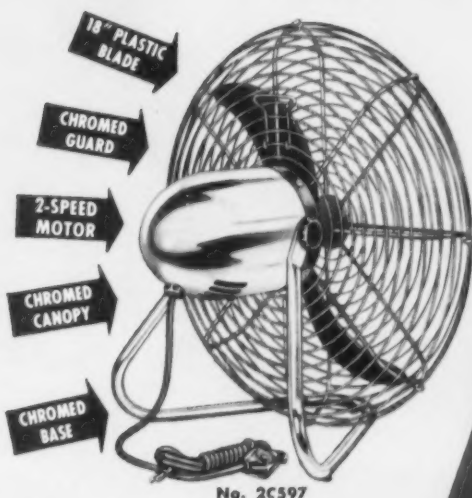
**GOOD BUSINESS FOR YOU!**



Sell a Larger Fan Market, Sell—

# Dayton Fans

## 18" UTILITY FAN 2 SPEEDS. EXTRA-SAFE GUARD.



No. 2C597

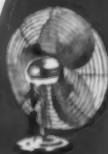
Priced far less than similar utility fan but Dayton gives you glistening chromed guard, motor canopy and base — and other plus features. High-polish, quiet 18" black plastic balanced blade delivers full 2400 CFM. Powered by 2-speed, 1/30 HP, 1500 RPM, 115V, 60 Cy. Dayton fan motor in chromed canopy. 19½" dia., 2-piece chromed guard has close-strands and is made to pass safety ordinances. Fan head swivels to any desired angle on chromed base and is secured with easy-grip plastic knob bolt. Provides direct or indirect air circulation from floor, desk, or wall. Has carrying handle for portability. 9 ft. No. 18 SJ cord with 2-speed feed-thru switch. 20½" high by 12" deep. Model No. 2C597.



WINDOW FANS



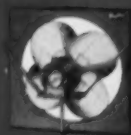
ATTIC-TYPE FANS



AIR CIRCULATORS



BELTED FANS

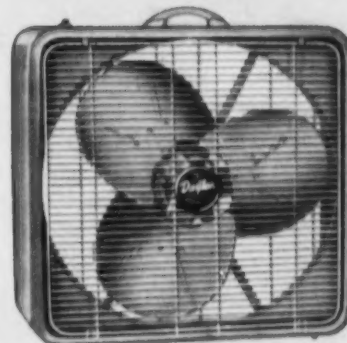


EXHAUST FANS



BLOWERS

## 20" PORTABLE 3-SPEED CIRCULATOR FAN

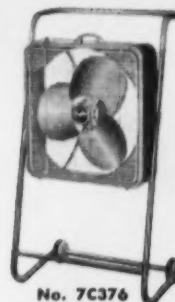
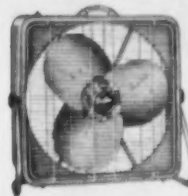


No. 2C594 PORTABLE

Always ready to do an efficient cooling and room ventilating job — and priced for easy sales. Portable anywhere. Handsome 22 x 22 x 6½" cabinet houses powerful 3-speed fan unit that delivers 2700/1800/1500 CFM. Powered by 1/15 HP Dayton Fan Motor, 115V, 60 Cy. Compact 20" fan blade operates in venturi. Close-spaced safety guard on both sides of fan. Guards easily removed when necessary. Gray baked enamel finish. Four rubber mounts on base. 3-speed switch and handle on top of fan. 8 ft. gray 18/2 cord set.

This basic fan unit is also available in the Multi-Purpose and Mobile models shown. On these models, fan unit pivots on tubular steel base and is adjustable to any discharge angle. Mobile model has chromed stand and 4" rubber wheels for easy mobility.

No. 7C375  
MULTI-PURPOSE



No. 7C376  
MOBILE

No.	Model	Overall	Shpg. Wt.
2C594	Portable	22 x 22 x 6½	28 lbs.
7C375	Multi-Purpose	25 x 23 x 12	31 lbs.
7C376	Mobile	45 x 25 x 15	41 lbs.



### VINYL COVER FOR ABOVE FANS

Models featured above come with transparent 23 x 26" deep vinyl plastic (bag-type) cover. Cover adds glamor and distinction to fan when displayed in your store. Cover slips on and off the fan easily. Your customer will use cover to protect fan from dust and moisture when not in use and while storing between seasons.

DISTRIBUTED NATIONALLY BY

**W.W.  
GRAINGER  
INC.**

59 WAREHOUSE STOCKS — SEE PHONE BOOK

PRODUCTS OF  
**DAYTON ELECTRIC MFG. CO.**  
102 S. OAKLEY BLVD. CHICAGO 12

MANUFACTURERS of Dayton Fans and Blowers—Dayton Electric Motors—Teel Pumps and Water Systems—Speedaire Air Compressors

# HOOVER®



**NEW** Model 85



# FINE APPLIANCES

...around the house, around the world

## Introducing the brand new HOOVER *Constellation*

*the cleaner that walks on air*

The day after the airborne Constellation was introduced last May, our engineers started searching for new ways to make your selling job easier.

Here is the result of their efforts. The brand-new Hoover Constellation, with new exclusive styling, new exclusive colors, new exclusive features—some of which are shown here.

The new Constellation still walks on air. Still has the only double-stretch hose, the only three-wheel nozzle, the full horsepower Hoover motor—the features that have helped make the Constellation the fastest selling quality cleaner on the market.

And, as one bonus, down goes the suggested retail price to \$89.95. The second bonus may well be the biggest sales booster you've ever had—and that's national TV with Garry Moore! Every week Garry will be selling the Constellation to 4,000,000 viewers on over 110 CBS-TV stations. He'll be telling them to see you. That's the clincher that's sure to push your Constellation sales and profits even higher this year.



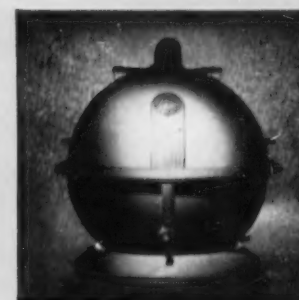
**New! Carries its own tools.** Rack snaps in place. Notice the handy cord holder.



**New! Telescoping wand lock.** Easier to slide back and forth. Locks automatically.



**New! Step-on switch.** All a woman does is press with her toe to turn it on or off.



**New! Name plate.** Adds new style touch. New color scheme—heather rose and pearl white.

**Here's the hottest cleaner deal on the street—just \$69<sup>95</sup> for the model 84**

Nothing removed from the "walking on air" cleaner except the original price. Making Model 84 a promotional cleaner opens your door wide

for a whole new flock of customers. This new low price is going to convince a lot of people to "Go Constellation" this year.





## when you sell fans for residential ventilation—



### **AMCA STANDARDS WILL HELP YOU MAINTAIN CUSTOMER SATISFACTION**

Fan products manufactured, tested, and rated according to standards set up by the Air Moving and Conditioning Association are your best assurance of customer satisfaction.

For years, fan manufacturers have agreed on the need for uniform standards for fan equipment rating and testing. Now, many of the country's leading producers of propeller fans for residential ventilation—of attics, basements, kitchens, etc.—have voluntarily adopted standards and methods for rating fan performance developed by the Air Moving and Conditioning Association.

Fan equipment rated by AMCA Test Codes will perform according to manufacturer's published ratings. Your customer need have no fear of exaggerated ratings, of fan capacity inadequate to do its job.

Find out from the Association which brands of propeller fans are rated according to AMCA Standards. A fact-filled, 12-page booklet, "Residential Ventilation Guide," is yours for the asking. Write for your copy today.

### **AIR MOVING & CONDITIONING ASSOCIATION, INC.**

2159 GUARDIAN BUILDING

DETROIT 26, MICHIGAN

PAGE 132

## **Year Round Fan Promotion**

CONTINUED FROM PAGE 77

in the company's fan program. Fans are given a half-page in an eight-page tabloid-style advertising insert which is distributed with a different Boston Sunday paper on each of the first three weeks of the activity. Launching fans in Boston in February may seem, on the surface, every bit as sensible as bombarding Nanook of the North with freezer mailings, but at second glance, it figures.

"This," says Slavin, "is how we extend the beginning of the fan season. So maybe even Houdini couldn't make anticipatory buyers of nine out of ten fan prospects, but that tenth one, multiplied by 100, is the one we want and the one we get . . . early."

"These sales alone, though, wouldn't pay for those first three ads," he goes on. "But beyond what we rack up in merchandise moved, the March Housewares Sales primes the pump. It puts fans into people's heads early, and that makes it a lot easier for us to put them into their homes a little later."

#### **No Early Price Cuts**

Slavin never cuts fan prices during the March sale, knowing that not even this would pay off in volume. Instead, he saves his price deals for the height of the season when cool weather may make it necessary to soup up lagging sales, or for very late when price cuts may serve to spark a final inventory-depleting surge.

Around Easter, Gilchrist's fan drive is shifted into second. By then, the bulk of the year's buying has been completed, and full displays featuring each basic model are sent to every store. A G-E display fixture goes to each suburban, and two are placed in the Boston store. In addition, every outlet gets three floor stands—one for display of the 20-inch low-priced reversible window fan, one for its companion exhaust model, and one for the 10-inch leader window unit. Slavin considers it impractical to set up major fan displays prior to Easter, since volume wouldn't justify the floor space used.

Through April, the store's newspaper ad schedule becomes heavier. Fan spreads appear in every Sunday's papers, with first one carrying the ball, then another, sometimes two or three papers at once.

#### **Lift in May**

The next lift given fans comes in the form of Gilchrist Company's May Home Furnishings Sale. Again, eight-page tabloids are employed, with major space allotted to fans if the summer is shaping

up as a hot one. Most fan ads include a pitch for telephone orders, and the store has a "Shopping Service Board" of 30 girls to take resulting calls. During slack periods, they become solicitors, calling blue-chip credit customers with "news" of specials, not infrequently fans.

Slavin's fan program is designed with a high degree of flexibility, allowing additional merchandising and promotional pressure to be brought to bear almost immediately when the temperature soars. For example, in what few spare moments he has as mid-summer approaches, he works out hot-day fan ads in detail, cuts and copy. He has proofs pulled and okays them. Next he puts wait-orders on the ads. Then, when the thermometer gives indications of blowing its top, he gets the merchandise manager's okay on the proofs and shoots them into the papers. Thus, when the mercury completes its climb to the top of the tube, it finds Gilchrist fan ads awaiting it there.

The store's advertising output increases with the heat of summer. Dailies join Sunday papers as media, pulling perspiring prospects into every branch. The majority of the ads push the 20-inch promotional window fans, and the format for most is a large central illustration of the low-priced exhaust fan, with copy limited to price and a short catalog of features, plus copy on two or three other models set in boxes. More weight is lent to the drive by co-op ads devoted exclusively to the G-E line.

#### **The Price Leader Appears**

As the height of the season nears, Slavin may suddenly begin to play his ace in the price hole—the 10-inch manually reversible window fans he bought in Chicago. He'll ship substantial stocks of them to all branches, then advertise them at the top price of \$16 or \$17 with which he's tagged them.

A "special" such as this generally redoubles fan traffic, building volume to a frantic peak when the weather's right.

From his warehouse office, Slavin "watches" it all via telephone. At the right moment on the hot-test, most hectic day of all, he orders boxed fans to be hand-trucked out onto the floor of each store and stacked there in plain view of the public. Result: volume climbs even higher, pushed there by fast-selling clerks with merchandise literally at their fingertips, and by shoppers who buy fans because they see them, all but trip over them, right there in the aisles.

Through it all, salespeople find  
(Continued on page 134)

FEBRUARY, 1957—ELECTRICAL MERCHANDISING

# HOOVER.

FINE APPLIANCES...*around the house, around the world*



Hoover  
*Citation*

Model 64

The world's finest cleaner...for those who won't settle for anything less

Here is the cleaner more women want than any other. The Hoover Citation. Brings out the spirit and sparkle of every carpet and rug as no other cleaner can. "Beats, as it sweeps, as it cleans" to get the hidden dirt like no other cleaner can.

Many new selling exclusives, too.

A vinyl bag that can be wiped clean with a damp cloth. The largest throwaway dust bag. The new telescoping wand. The double-stretch hose. And, an exciting new color scheme.

What all this adds up to is the top quality cleaner—anywhere.

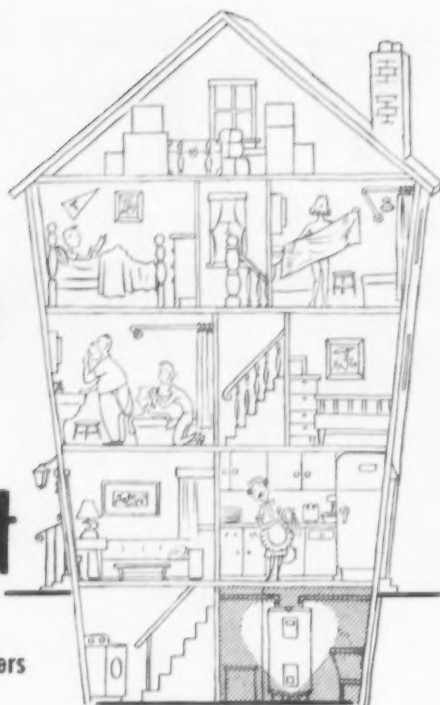
Something a woman wants even before she steps in your store. Suggested retail price, \$124.95 (tools extra).





# Valentine in the basement

...by One of Your Customers



On the Eve of St. Valentine's, all through the house,  
There are people a-stirring, from baby to spouse.  
Mamma's in her towel, just out of her bath,  
And Pappa from his chin has just shaved off the chaff;  
The eldest has bathed and has gone off to bed,  
While the baby's now having mud washed off his head.

The maid's singing songs while she's washing the dishes;  
There's hot water enough to meet all of her wishes.  
The laundry's all washed and is ready to dry:  
It'll be neat in drawers, in the wink of an eye.

And down in the basement, and all unattended,  
Is the reason for all this activity splendid:  
TOASTMASTER provided our Valentine beauty,  
And heating up water's its primary duty.  
It's so doggoned efficient, and really much faster,  
We'd never give up our low-cost TOASTMASTER!

Insulated with Fiberglas: keeps the costs low,  
Ionodoglas inside—prevents rust, you know.  
Then, we had our choice—either gas or electric;  
And both had more features than we dared expectric!

We're glad that our dealer (who's also our plumber)  
Recommended *this* TOASTMASTER\* model number!  
So we honestly say, without more ado,  
Mr. TOASTMASTER dealer, WE DEARLY LOVE YOU!



**McGraw Electric Co. • Clark Division**  
5201 West 64th Street • Chicago 38, Illinois

\*"Toastmaster" is a registered trademark of McGraw Electric Co., Chicago, makers of "Toastmaster" Water Heaters, "Toastmaster" toasters and other "Toastmaster" and "Tropic-Aire" products. Copyright, 1957, by McGraw Electric Co.

Looking for a Toastmaster Water Heater dealership in your trading area? A letter to the address below will bring you all details and advantages ... in a hurry!

## TOASTMASTER

Automatic Water Heaters

## Year Round Fan Promotion

CONTINUED FROM PAGE 132

they can sell up with surprising ease. "When it's hot, fan talks is music to people's ears," says Slavin. "They listen carefully and knowingly to discussions of electrical reversibility, thermostatic control, cooling capacity, styling and brand prestige, and they buy these features willingly. After all, the guy who comes in wanting a fan can very easily be made to want a better fan."

With his stock selling in big volume, Slavin is often forced to cast about for pick-up lots with which to replenish it. These he catches as catch can from local wholesalers, looking always for a favorable combination of price and product. It's not uncommon for the buyer to place an open order with a trusted jobber, agreeing to accept shipment on any fans the wholesaler can lay his hands on.

### Holding the Price Line

During hot weather, the store holds the price line, except for a few minor breaks involving random lots picked up as good buys. Slavin's theory here is "If the weather's selling for you, let it sell. Save price 'til you really need it."

Fan sales often get a further hypo early in July with "Gilchrist Days," a 10-day promotion based on price. All items advertised during Gilchrist Days are sold at the lowest prices of the entire year. For instance, a coffee maker that lists at \$24.95 and was pushed during the May Home Furnishings Sale for \$21.95 might go for \$19.25 in Gilchrist Days.

This is a flexible merchandising device, since, beyond the usual traffic-builders, only slow movers are advertised. If fan sales are hot at the time, fans are held out of the promotion. But if summer has been unseasonably cool, they're advertised and sold off price, except for fair traded models. It's during Gilchrist Days that Slavin's 10-inch window fans may hit their low of \$13 or \$14.

Following this activity, fan prices rise and generally hold until the end of the season draws near. In late August, sales naturally tend to tail off, but once more Gilchrist's has an antidote—the Fall Housewares Sale, which begins the last week of August and is used to extend the store's fan season through September.

Once again, prices of the promotional window fans may be kicked around a bit, this time in an effort to deplete inventories before the cool breeze of fall wafts fans right out of the public mind. Finally, what few fans survive this promotion are pushed out during a summer-end warehouse sale at

which  $\frac{1}{2}$  is chopped from list, and cash-and-carry prevails.

The day Bernard Slavin can walk from his office out into the vast, cold warehouse and survey a half-acre of bare floor where his fan stock stood six months before, he feels serenely happy.

Last fall, however, it didn't turn out that way. What he surveyed on venturing into the warehouse was a mountain of carryover stock, and what he felt was the first faint stirring of a brand new ulcer.

The last week in May and the first in June had added up to the best 12-day fan sales period Gilchrist's had ever known. The weather had been unseasonably hot, miserably hot, beautifully hot. Slavin had sold out and reordered heavily. He had plenty of company.

And then and there, the fan business in New England for 1956 rolled over and just about died. One of the coolest summers on record followed.

Slavin sees early season price cutting as supremely foolish, since it only results in dealers selling out and having to reorder at prevailing prices, meaning that all take a bath to a greater or lesser extent. As for himself, he bought lightly in Chicago this year, and intends to merchandise his carryover stock as he would if it were new.

### Weather Tells the Story

The effect of weather on fan sales is tremendous, Slavin maintains, far outweighing the price factor, and preventing any season-extending program from being an unqualified howling success.

"If it isn't hot," he says, "it's tough to give fans away to all but those relatively few who can be promoted into anticipating, although they seem to be increasing in numbers year by year."

"Price," he continues, "is significant only as long as your tags are in line with those of your competition. Clean, hard-fisted ads will draw prospects to your store, and they'll pay your prices for fans, providing similar fans are available at comparable prices in other stores in the same market area. You don't learn the real importance of price until some gimlet-eyed shopper discovers you're higher than the other guy. Then it's 'so long traffic' until you meet or beat his price."

As the 1957 fan season approaches, Slavin looks ahead to it with one eye and back at his 1956 stock with the other. "If the weather's hot and a lot of early-season volume develops, there'll be no problem," he says. "But if this summer's as cool as last summer was . . . Russian roulette, anybody? End



# HOOVER®

FINE APPLIANCES... *around the house, around the world*

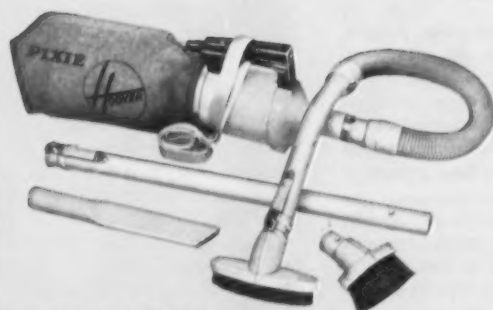


The only cleaner  
you can wear



## Hoover Pixie

*goes anywhere dirt goes*



**Hoover Pixie**, complete with tools. Suggested retail price, \$39.95.



This Hoover is one of the few "sleepers" in the home appliance field. Properly promoted in your store, the Pixie could turn into one of the biggest money makers you ever had.

You don't carry the Pixie—you wear it. There's no other cleaner like it. She has to come to you to get the Pixie.

The whole family can use the Pixie

—all around the house. Here are just a few places: clean the inside of the car, dust the outdoor furniture, tidy up the workroom, clean the attic, even pick hairs off the dog.

Where are you going to get the prospects? If you're in your store, look up. They're probably coming through the door now.

## HOOVER DUSTETTE

The powerful hand cleaner fills out the Hoover line. Costs less than any other Hoover Cleaner. Saves the woman the trouble of hauling out the big vacuum for daily dusting and quick little jobs. Suggested retail price, \$29.95.



WHEREVER you are... WHATEVER you need...

OVERNIGHT

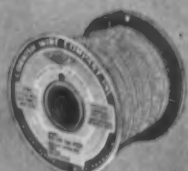
**SERVICE**  
ANYWHERE



BE Sure with

**CORNISH**

**WIRES • CABLES  
CORD SETS**



**COMPLETE STOCK**

*maintained for  
your convenience  
in these cities:—*

ATLANTA  
BOSTON  
CHARLOTTE  
CHICAGO  
CINCINNATI  
DALLAS  
DENVER  
DETROIT  
LOS ANGELES  
MINNEAPOLIS  
PHILADELPHIA  
ROCHESTER  
SAINT LOUIS  
SAN FRANCISCO  
SEATTLE

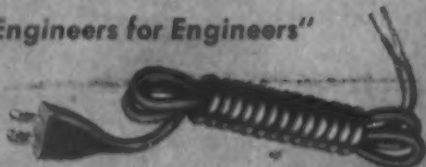
WHEN you need  
the finest wire products  
**QUICK**, get the **CORNISH** habit!  
To back up the superlative quality  
and performance of these nationally famous electrical wires and  
cord sets, we have developed a  
warehousing system that permits

**OVERNIGHT SERVICE  
ANYWHERE IN THE UNITED STATES**

We now stock the most wanted  
**CORNISH** products in **FIFTEEN**  
strategically located spots indicated on the map and listed at the  
left. Result — a brand of service  
that is little short of incredible.

*"Made by Engineers for Engineers"*

Support your local  
**ADEQUATE  
WIRING BUREAU**  
Program



**CORNISH WIRE COMPANY, INC.**

50 Church Street

New York 7, N. Y.

**Creators and Manufacturers of**

**CORDS AND CORD SETS FOR HOME, FARM AND INDUSTRY**

**Fans Stage a Comeback**

CONTINUED FROM PAGE 79

size for 1956 made by the residential fan division of Air Moving and Conditioning Association (see Table 1) shows that among this group of makers, the "18-21 inch" models, although they represent more than half the market (55.7%), they have lost ground compared to 1955 when they took 58.1 percent of the market. Larger size models, "22-27 inches" and "28-inches and over" have absorbed the decline. Smaller sizes, "17-inches and under" dropped a little over one percent.

Opinions concerning various window fan types, deluxe features, etc., are varied as follows:

"Basically an exhaust fan installed in a window has the advantage of being the most economical fan to produce, consequently it should be the lowest priced and at the same time will do just as good a cooling job as any of the fancier fans. People in the North, however, where the big fan market has developed in recent years, prefer to feel cool air blowing in, and as a result demand either a fan they can turn around or an electrically reversible fan."

"While manually reversibles are featured heavily in advertising because of low price, electrically reversibles are the ones most easily sold on the sales floor."

"In some areas the non-reversibles are reported a dead item, whereas reversibles with gimmicks such as thermostats are in great demand."

"Snap-in portables seem to have gained favor in the North and East, however, in the South the installed type seems to be predominant."

"Electrically reversibles are popular not only with the manufacturers, but they are in demand with consumers."

"Electrically reversibles are popular with manufacturers only because it is a magic term with the consumer. There is no particular advantage in the ultimate cooling effect, but it is an extremely valuable sales tool."

"Electrically reversible feature, like the thermostat, are sales gimmicks, little practical value."

Concerning twin-type window fans: "Return warranty cards indicate people in small homes and apartments tend to buy twin-type window fans."

"Twin-window units are bought primarily by people with casement windows, but there is also a fairly large demand for this type in double hung windows."

"They are sold mainly in large metropolitan areas to apartment house dwellers."

"Less than half of the buyers of twin-type fans are used in casement windows. They are more attractive

in shape, having a vague resemblance to the shape of a room cooler and are much less bulky in the window than a 20-inch model. For cooling only one or two rooms they are quite adequate and offer the advantage of styling, size and, in some cases, quietness."

Concerning the extra-deluxe features: "Automatic thermostats are a must with consumers. In an attempt to give small dealers competitively priced, high quality merchandise, one company has tackled deluxe accessories such as safety lights, pushbutton controls etc., and brought out a high quality promotionally priced model which has proved to be quite successful."

**Desk and Bracket Fans**

Desk and bracket fans (including pedestals 16-in. and smaller, oscillators etc), for the past several years have been looked upon as a classification that was losing importance in the fan field. The general assumption seems to be that drug, variety stores, five-and-dime stores move the largest quantities of desk and bracket fans. To find out how true this assumption is we conducted a limited survey, which reveals desk and bracket fans are far from step-children. Mainly they are sold by department stores, electric dealers, hardware and other normal channels. True, many low-priced models go through chain and drug stores, and the accompanying breakdown of desk-bracket fan sales by price (Table 4) and another breakdown by size (Table 3) both tables compiled from NEMA member reports, reveals that most of the desk and bracket sales are in the smaller and the lower priced units.

Opinion on this fan category include such expressions as:

"Desk and brackets are useful in supplementing air conditioning. They circulate air and distribute cooled air, keeping it active. Present-day air conditioners do not do this to the desired degree."

"The contention that desk and brackets are losing importance is highly erroneous—they work hand in glove with air conditioning."

"Desk and bracket fans are hot weather items. People still buy smaller fans during extremely hot weather. They are handled by many more retail outlets than window fans."

"Sales of this type fan remains fairly constant with us. Although 50 percent are in smaller sizes, below \$30, practically all outlets handle them."

"Actually oscillating fans are falling behind. The figures remain high because some high velocity models are included in this category."

(Continued on page 138)



# HOOVER®

FINE APPLIANCES...around the house, around the world

## Hoover Handmixer



*Perfectly balanced  
to keep wrists from  
getting tired*

Only the new Hoover Hand-mixer can do this balancing act. Have the prospect try it. She can notice the difference immediately. It's perfectly balanced so it holds itself in working position with almost no effort.

Weighs less than three pounds, parks on its heel when not busy, has three speeds—one for every mixing job, pop-out beaters, handy wall bracket.

And, as with all Hoover appliances, the mixer gives you a good profit margin. Suggested retail price, \$19.95.



## Hoover Coffeepot

*Gives her good "old-fashioned  
coffee"—automatically*

Now Hoover brings old-time flavor and aroma back to automatic coffee. The new Hoover Coffeepot simmers the coffee, never boils it. Makes up to nine cups. Just dial the strength. Automatic thermostat

keeps the coffee at just the right temperature. With the insulated base, coffee can be made right at the table. Beautiful Hoover design. Good profit margin for you. Suggested retail price, \$24.95.





## Motor Rebuilder Praises KLIXON Protectors for Protecting Motors From Burnouts

HUNTINGTON, N. Y.: Mr. Edward S. Dole of Rex Electric Motors is in a position to know how Klixon Protectors save motors from burnouts. He writes:

"I have seen so many specific cases where Klixon Protectors saved the motor from a burnout that I know they can be depended on to give reliable protection."



### Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE  
BOOKLET, "THE STORY OF THE SPENCER DISC"

**METALS & CONTROLS CORPORATION**  
SPENCER THERMOSTAT DIVISION  
2502 FOREST STREET, ATTLEBORO, MASS.

**KLIXON**  
MADE IN U.S.A.

## Fans Stage a Comeback

CONTINUED FROM PAGE 136

"Hassocks could be down because all-purpose fans are now available to perform the same function as hassocks in addition to their other features."

"Shortages of other type fans early in June may have been largely responsible for 1956 desk and bracket volume."

### Hassock Fans

Although general opinion is that hassock fans are on the decline, and industry records bear out this contention, many hassock fan makers think the hassock has a definite, although a limited place in American homes, especially those with a single air conditioner.

Opinions run as follows: "Unquestionably hassocks have declined in the past couple of years. Price, we feel, is a definite factor, especially when compared with other fan types. Hassocks, especially in small offices, small rooms in the home, etc., are very effective as a good circulator without draft, distributing air conditioned air and keeping it alive."

"There's a continuing market for hassock fans for special uses, and we intend to aggressively seek that business."

"Altho that market has slowed down from the peak year of 1950, there is a steady demand. One big reason is lack of interest on the part of manufacturers, lack of promotion and advertising. The fan industry is beset by a mad rush for more popular, easy volume found in window fans."

"Increasing the emphasis on air conditioning may stimulate hassock fan sales, and its a good item for office use."

### Roll-Arounds

In our two-year fan sales table, roll-arounds represent the greatest unit gains (63.6 percent) over 1955. However, portable roll-arounds represent a very small portion of the entire year's fan total (4.1 percent). "With the flexibility of utility afforded by this type fan, they will grow in volume for several years," says one fan maker.

"Roll-arounds are showing growth but not as great as predicted."

"They still represent a modern, more portable version of the pedestal fan, which died out several years ago. One of their specific advantages is in an area such as Florida where there are many casement windows and the roll-around offers more air delivery than a twin-fan, making an excellent substitute for a 20-inch model, which would not be practical."

### Inventories

Opinion concerning distributor carryover stocks is deversified, from one manufacturer to another, and range as follows: "Premised on surveys we have made, national distributors carryover stocks are quite heavy"; "better than at the end of 1955"; "definitely above normal in areas that enjoyed the early heat-wave, otherwise normal"; "generally above 1955"; "nil, except for national buying groups like Allied Stores, AMC etc." "What distributors now have on hand will be cleaned out by the first two weeks of hot weather."

"Both distributor and dealer stocks at the end of 1956 season averaged 40 to 50 percent higher than in 1955."

### Prices

Prices in the fan industry as with all other appliances, have become a negligible factor. However, in spite of discounting, undercounter trading and all the other free-wheeling deals, for future comparative purposes we present in Tables 2 and 4 our usual comparative tabulations of desk and bracket and window fan sales by prices, according to NEMA member reports.

### New Products

Color and conveniences will be featured in 1957 models; air conditioner type fresheners that chemically purify the air; automatic timers; power signal lights; thermostats, electrically reversible window models; louvers for window fans are some features that will be found in 1957 models.

"Foreign competition from Germany and Japan is making its appearance in greater quantity for 1957 than in 1956."

### Predictions

The fan business depends so heavily on the weather that it is difficult to make sound predictions. Steady, cautious buying in the first part of the year is generally predicted. One industry leader says "We look for 1957 to be our best year in history. Our plans call for an even stronger early season effort than in 1956, plus a planned hot weather advertising and promotion campaign in markets across the country to take advantage of "impulse" purchasing common to hot weather."

"We expect new lower prices on roll-arounds and window fans will be a large factor in increasing unit volume, so that dollar volume of the industry will be maintained."

End

# HOOVER®

FINE APPLIANCES...around the house, around the world

*The  
view  
from  
the  
bottom  
is the  
view  
that  
sells*

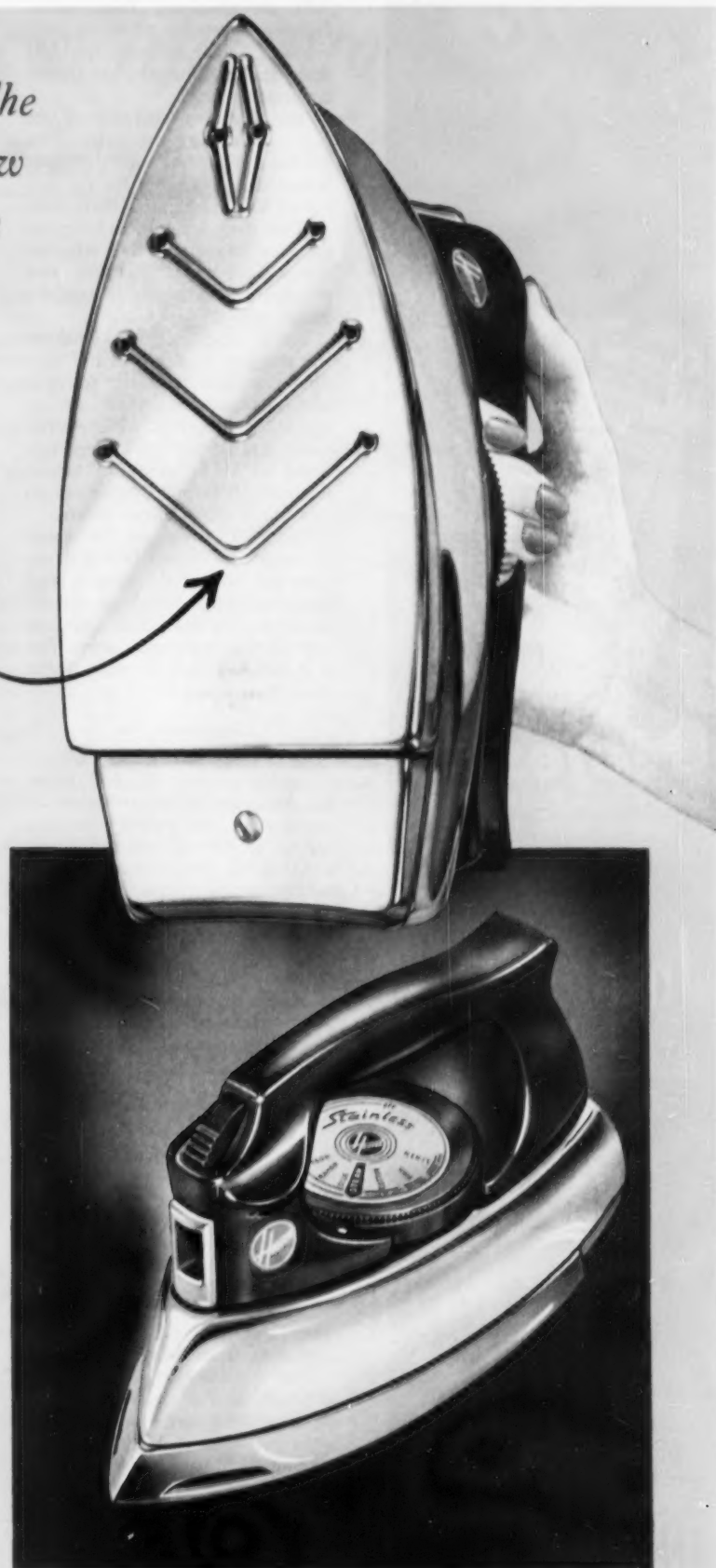
## HOOVER Steam-Dry Iron

*with the first*  
**STAINLESS STEEL  
SOLEPLATE**

Let the prospect look at the soleplate—run her fingers over it. Let her get the feel of the stainless steel.

No other steam iron in the world like it. No other iron so smooth, so easy-gliding, so free from "dragginess." The Hoover outglides all other irons. Moves easiest over any kind of fabric. Makes ironing next thing to a breeze.

And, of course, Hoover's exclusive steam channels (not just vents) spread the steam evenly, with no "dry" spots. The big, easy-to-read dial has 6 settings for dry ironing. And many other features make the Hoover the houseware industry's best iron value and one of your best profit items. Suggested retail price, \$18.95.





# Coming Soon

## Majestic

has a New Profit-Package almost ready to open

### A Sensational NEW LINE of Incinerators

Smokeless - Odorless . . .  
Gas-Fired . . . Electric . . . Fuelless

THE ONLY COMPLETE LINE OF DOMESTIC INCINERATORS

Watch for Our Coming Announcement

## Majestic INCINERATORS

The Majestic Co., Inc.  
473-A Erie Street Huntington, Indiana

## UNIVERSAL YARDSTICK (continued)

least one manufacturer has already gone this far. But, meanwhile, first things first. . . .

All this seems simple on the surface. But other factors than the ARI are involved. Each manufacturer is proving to be an individual variable, although the ARI states that the majority are already cooperating.

Manufacturers' attitudes can be classified in three categories: First are the completely cooperative ones who voice enthusiasm for the program, who have rated their units in Btus and listed the ratings on specifications sheets, and who are genuinely hopeful that the new standard will be a step forward for the industry.

Then there are those who see the program as a step in the right direction, but definitely no cure-all. These manufacturers are cooperating, although with reservations and sometimes misgivings. Some of them have not moved fast enough to put Btu ratings on this year's specifications sheets.

Last of all, there are the manufacturers who do not intend to cooperate. Among these, one large company stands head and shoulders above the rest. This company says it will cooperate only after it is satisfied that the rest of the industry is doing so.

### Arguments Pro

ARI contends that this method of rating room units will prove adequate, if all units are tested according to the proper specifications. Supporting manufacturers say that the very act of industry cooperation is a step in the right direction and that, when the kinks are ironed out, a workable program should evolve.

It is argued that this program is necessary to clarify the confusing and misleading claims that have been built around the air conditioning industry.

### Arguments Con

Reservations about the program are rampant. Primary among these is that it is not workable because the ARI has neither the right nor the ability to enforce it. The argument is that there are too many variables in testing an air conditioner's cooling power to allow individual manufacturers to test their own units and have these results accepted as trustworthy.

One manufacturer, for instance, intimates that at least two other manufacturers are testing their units just to meet ARI's standards relating to Btus. In so doing, the insinuation goes, they are ignoring other ARI standards.

Some manufacturers see the only solution to this sort of thing to be the use of a central, independent laboratory, where all units could be

tested under exactly the same conditions by a disinterested party.

ARI counters this argument by saying that a special committee will test any disputed units and, if the test bears out the protest, ARI will advise the manufacturer that he can no longer say he has tested and rated his unit in line with the ARI standard. In the minds of some is hope for a seal of approval that ARI could bestow on acceptable units.

Even if each manufacturer could test his own units accurately, many complain that the facilities for doing so are costly. The tests are conducted in what is called a "calorimeter room." The average expense for one of these laboratories would appear to be in the neighborhood of \$25,000 and some manufacturers contend that they have spent or are spending sums much higher than that.

At any rate, since testing under ARI plans will be an individual matter, some unhappy manufacturers argue that it will be a case of "the last liar lying best" in the extravagance of Btu claims, whereas "the first liar will have no chance."

Another argument is that a Btu rating means little if cost of opera-

tion is not considered. One size unit delivering the same number of Btus as another size unit may consume much more current doing so.

As far as testing facilities are concerned, many manufacturers already have, or soon will have, calorimeter rooms capable of doing the job. There are, in addition, private organizations that offer the facilities at a charge per unit that is graduated downward in relation to the number of units tested.

### The Picture Now

So far, ten manufacturers have used the ratings on specifications sheets and other consumer literature. They are: Chrysler Airtemp, Carrier, Frigidaire, General Electric, Hotpoint, Hunter, Kelvinator, O. A. Sutton (Vornado), Westinghouse, and York.

Six more have given ARI their test data and ratings. They are: Birtman, Emerson, Friedrich, Gibson, Philco, and Sears, Roebuck.

The products of manufacturers who said they would test and rate their room units under the ARI Standard constitute almost 90 percent of U.S. output.

As far as cooperation and non- (Continued on page 142)



TESTING a unit for its Btu rating involves installing it in the calorimeter room (in reality two rooms within a room) . . .



. . . and setting up the ideal conditions on the adjacent control console. Here it is done at the Electrical Testing Laboratories, Inc., in New York City.



# *new*

*definition for a familiar phrase  
could breathe new life into your*

## **FREEZER SALES**

**BIG MARKET** (term commonly used by a manufacturer to describe the potential of any product he happens to manufacture). **New definition** — the growing market for BIG freezers! The market that only Manitowoc is really shooting at — with 18-, 21- and 24-cubic foot upright freezers . . . 22-cubic foot 2-Zone freezer-refrigerator combinations . . . all BIG units. Wanted, more and more, and within the means, of those bigger and bigger families.

A MAJOR university's market reports show that since 1950, more than 14 million additional families have moved into the over \$4,000 net income bracket. And since 1940, 4-children families alone have increased by 110%. BIG, prosperous families spell BIG demand for really BIG-capacity freezers.

At Manitowoc we're "BIG"-line specialists. No hurried small-to-big adaptations, but units designed BIG from the very start. With Manitowoc, you skim the cream at the top—selling the one line that really taps the 38%\*-of-market BIG freezer potential . . . plus the accelerating market for BIG freezer-refrigerator combinations.

Manitowoc not only originated that popular 2-Zone type unit, but is the *only* manufacturer of a

truly BIG-size freezer-and-refrigerator in one unit. The extra food capacity in less floor space is a tremendously potent selling feature of the 2-Zone and Manitowoc's giant freezers.

And Manitowoc will push this feature hard . . . with BIG selling-level advertising and promotion for BIG, beautiful new 2-Zones and freezers, and amazingly adaptable built-ins . . . with national advertising in such "natural" magazines as Good Housekeeping, Parents, House and Garden.

It's your BIG plan for the BIG market—with the "BIG" line to pull in the BIG sales. We're moving fast, so get all the facts now on how to put your sales on the way up with us. Send the BIG coupon today!

\*NEMA for first 7 mo. of 1956.  
1955 BIG sales accounted for 24%.

## **Manitowoc**

**Freezers and 2-Zone Freezer-Refrigerator Combinations**

**Manitowoc**  
Equipment Works  
Manitowoc, Wisconsin

Please rush further information on how we can capture the big market with Manitowoc — so we can do some big thinking of our own about 1957 freezer sales.

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

*Mail The Big Coupon Today!*

**GET THE WHOLE BIG MARKET STORY!**



**PATRICIAN  
VENTILATING HOOD**

Budget priced packaged unit complete with AF-7 Ventilator, light and double light/ventilator switch. 5 standard lengths in satin chrome and copper tone. Standard model has Ventilator at left side, center or right positions available; also colors on hood.

**STATIONARY  
VENTILATING HOOD**

Stunning modern design pre-wired with 3 speed control and light operated by Touch-Bar. For use with Trade-Wind 3501, or with 2501 or 1501 Ventilator and slide filter. 5 standard lengths in brushed copper (it's real!) or stainless steel finish. Hood has exclusive Trade-Wind baffle plate.

**SALEM  
VENTILATING HOOD**

Beautiful Early American design in antique copper (it's real!), pre-wired with 3 speed control and light operated by Touch-Bar. For use with Trade-Wind 3501, or 2501 or 1501 Ventilator with slide filter. 5 standard lengths. Hood has exclusive Trade-Wind baffle plate.



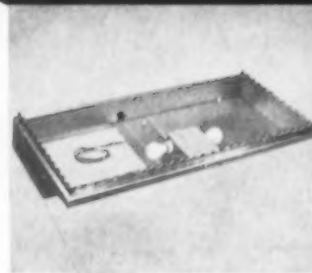
**for QUICK, EASY  
INSTALLATION!**

You make just one electrical connection and a Trade-Wind Ventilating Hood is ready to use!

Trade-Wind pre-wires each hood at the factory, making all connections to the light and control switch.

In addition, both the Trade-Wind Salem and Stationary Hoods are now equipped with special break-away tops which are cut out and scored to take any of the 3 Trade-Wind Ventilators (Models 3501 — 550 C.F.M., 2501 — 425 C.F.M., 1501 — 300 C.F.M.) The Ventilators can be located either at the left or right side of the hoods. All the Ventilators have Slide Filters for easy cleaning.

The Patrician is supplied as a complete package with the AF-7 Ventilator. All hoods are easily installed without special tools.



**IT'S A SNAP!**

Simply break-away top to fit any Trade-Wind Ventilator at right or left side. Note that light and control switch are completely pre-wired.



**ANOTHER TRADE-WIND EXCLUSIVE!**

Touch-Bar control for both light and 3 speed switch on the Salem and Stationary. This striking modern design eliminates confusing array of colored buttons.

**You Get MORE with TRADE-WIND**

- 3 Striking Hood Styles
- All Hoods Pre-Wired
- Handy Break-Away Tops Fit 3 Trade-Wind Ventilators
- 5 Standard Hood Lengths
- 3 Popular Hood Finishes
- Exclusive Touch-Bar Control

*Trade-Wind Motorfans, Inc.* 7755 PARAMOUNT BOULEVARD, DEPT. RIVERA, CALIFORNIA

cooperation is concerned, ARI's optimistic outlook is not supported entirely by even its own members. One cooperating manufacturer says, for instance, that they are going along with the program without enthusiasm. This manufacturer voices all the con arguments: that the program doesn't go far enough in policing; that Btu is not a standard the consumer can measure; that there are too many variables (climate, humidity, temperature outside and inside, voltage) in cooling power rating. This same company does not plan to have its ratings available much before March, a date well after the ARI's hopeful early-in-the-year deadline. In addition, this manufacturer has already printed 1957 specifications sheets without the Btu data.

Meanwhile, a non-cooperating ARI member makes this reservation: "When all the signatory members of ARI conform to the agreement, then we will seriously consider becoming a part of it." This company thinks that Btus are a move in the right direction, but that they still afford an umbrella of protection for people who are dishonest.

They say that the proof of success for this program will be what happens this year and next, particularly in the light of events during the spring selling surge.

In the midst of the controversy, ARI stands firm. Jones believes that a start has to be made somewhere in standardizing the rating of cooling power on room units. He is convinced that Btus are the best possible place to start at this time. But he also notes that "a manufacturer will not be in good faith unless he puts his Btu ratings on every specifications sheet."

In an effort to get tough, Jones has suggested that manufacturers making false claims regarding the Btu-power of their units can ultimately be penalized by referring the matter to the Federal Trade Commission or the various better business bureaus. This, manufacturers argue, would be the fastest way to give a black eye to the industry.

Meanwhile, those manufacturers who are preparing to cooperate with ARI are doing so with the tenuous hope that they are blazing the trail for an industry-wide standard that will eventually mean something to consumers as well as the trade.

Most, pushing aside their doubts and their dissatisfactions, are making some effort to cooperate with the ARI, if only on the surface. Others are standing back to see what transpires first. Still others do not appear altogether. End



# NOW offer your customers a year's supply of wax free\* when they buy a Johnson's Wax Polisher-Scrubber

\* for a limited time only

Here's a premium that costs you nothing, but it's a premium that will really help you clinch the sales! Yes, Johnson's Wax gives a full year's supply of Beautiflor Wax (13 pint cans) to each of your customers who buys a Johnson's Wax Polisher-Scrubber . . . the *only* floor machine that offers the easy, automatic floor-care method "One! Two! And You're Through!" (see below). This special offer is worth \$9.75 retail! Tell your customers it's like getting a free \$10 bill and watch how you close sales!

**DAILY NEWSPAPERS**† across the country will carry big, colorful ads featuring this free offer. Everybody will be looking for this special offer when they shop—make sure you feature it, display it!

**TELEVISION**† Over twenty million people watch "Robert Montgomery Presents" every week—and the Polisher-Scrubber will be featured over and over again on this top-rated network TV show!

**MAGAZINES**† tell the Polisher-Scrubber story, too—in full color in *American Home*, the national magazine that reaches the

audience you want most to reach—the people most interested in their homes!

**CONSUMER BOOKLETS** on easy, automatic floor care give the complete, detailed Johnson's Wax Polisher-Scrubber story. Use these booklets on your counters, as window displays, *everywhere*—add a sign that tells of the free wax offer—and brother, you're in business!

**MILLIONS OF CANS** of Johnson's Wax tell the Polisher-Scrubber story! And these cans show a picture of the Polisher-Scrubber in use. Yes, every can sold in your area helps you sell more machines.

†All inquiries will be referred to dealers.

## Remember,

only Johnson's Wax gives your customers this easy, automatic floor-care method—

**"One! Two!  
And You're Through!"**



**One!** Spread wax with machine—let dry

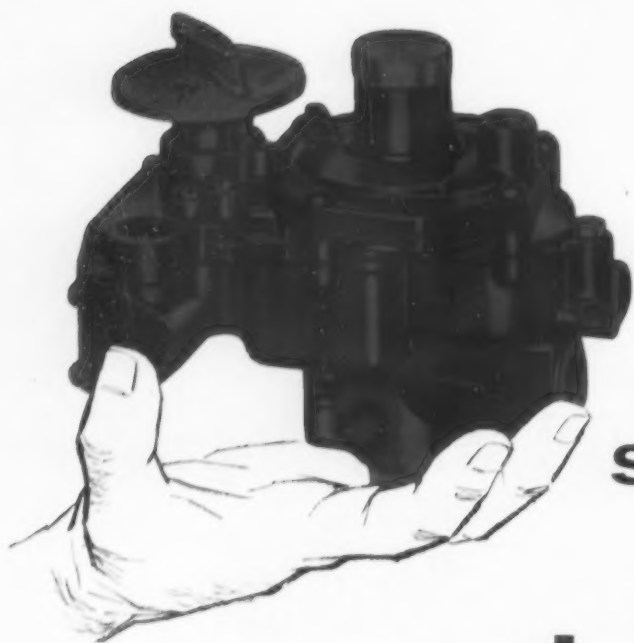


**Two!** Polish with machine

## And You're Through!

Your floors are waxed—you're relaxed!

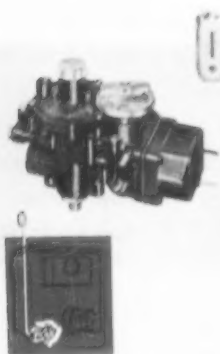




## None but the Fifty-Five gas control...

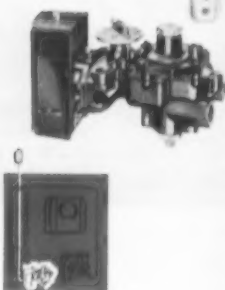
**SO VERSATILE  
... SO EASY  
TO INSTALL!**

**A masterpiece of simplicity** — basic control does the job of six individual controls. Delivers the ultimate in heating efficiency when combined with any one of four interchangeable, automatic accessories. It's the only gas control that satisfies all personal comfort preferences!

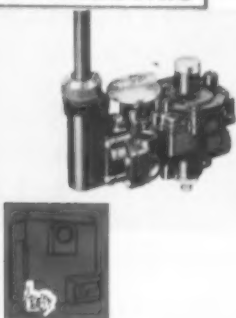


**EM MAGNETIC OPERATOR** has a quiet snap action. Completes the control package for clothes dryers, unit heaters, wall furnaces, central heating units, 115 or 24 volts. On 24-volt operation thermostat and transformer are available.

**ET ELECTRIC THERMOSTATIC OPERATOR** — Wall thermostat operates heater from high fire to off, or from high fire to low by-pass flame. Complete kit includes electric operator plus thermostat, transformer, wire and staples.



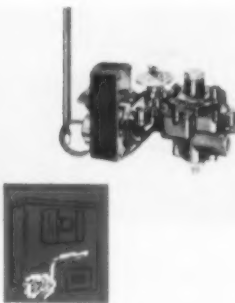
### NON-ELECTRIC



**MT MODULATING THERMOSTAT** — A liquid charged thermobulb mechanically modulates flame between high and low fire. Maintains constant comfort despite fluctuating outside temperatures. No wiring. Completely mechanical.



**MTS MODULATING SNAP THERMOSTAT** — A sensitive thermobulb and capillary tube provide the advantages of remote control operation, but require no wiring. Automatically modulates fire from high to low, then silently snaps off on cycle.



*And only the Fifty-Five gas control gives your heating appliances the  
**EXTRA "SELL" NEEDED IN TODAY'S MARKET***

- **Priced for any budget** — Four accessories meet all personal heating preferences — day and night. Popularly priced.
- **Completely profitable** — 100%-equipped heaters boost earnings per sale. Just add thermostat chosen by customer.
- **Immediate installation** — Thermostats attach in minutes. No need to break lines or make involved connections.
- **No special tools needed** — Just use a screwdriver to attach accessory to basic control. All accessories are interchangeable, should customer ever desire to make a change.

- **Dollar-saving economy** — Automatic operation eliminates costly "highs" and "lows" that waste heat. In 60-hr. tests, temperature varied only 2°, room-to-room, while thermometer outside plunged from mid-forties to zero!
- **Guaranteed performance** — All Fifty-Five gas controls are protected by an iron-clad A-P service warranty.

Ask your supplier to make the fabulous Fifty-Five gas control standard equipment on the heaters he furnishes you. Or write:

**CONTROLS COMPANY OF AMERICA**



**A-P CONTROLS DIVISION**

2400 North 32nd St.,  
Milwaukee 45, Wisconsin

*Controls that make modern living possible*

### Early Conditioner Sales

— CONTINUED FROM PAGE 94 —

tioner salesman. In addition, Sam Singer's men point out that the site-of-operation wiring and capacity survey with which the company prefaces every installation may be carried out more thoroughly in March than in July, with the advent of hot weather finding the unit in the window, ready to go.

#### Mails Bring Sales

Finally, early buying is talked to prospects to whom credit is a problem, on the theory that it will give them plenty of time to cement financial details and have installation completed while it's still cool.

Does Singer's direct mail-price-follow up program click? Last year, an aggregate mailing of only 6,000 pieces brought 175 replies, 150 of which Schweig-Engel salesmen converted into sales, most of them signed and sealed before the conventional season got underway. Further, 110 of these sales represented one-ton units, and that's where the profit is in room air conditioners.


"Before the end of the year we will be well on the way toward a new concept of an underprivileged American. It's one who doesn't have a color television set."—McGraw-Hill Dept. of Economics in its forecast on the business outlook.

Instead of holding its direct mail fire in cases where store records or servicemen's reports reveal air conditioners to be already in use, Schweig Engel gives second-unit prospects the full treatment, and with generally good results. The important factor here is the ease with which one air conditioner will often sell another. People who enjoy conditioned air in the bedroom know what it can do for the living room.

Singer fears trade-ins like a fox fears a rabbit. He can't get enough of them, since each is held at his shop only long enough to be whipped into top shape, then shot out on rental to a hospital, office or home.

One-ton coolers rent for \$125 a season, and there's generally a waiting list as long as the retailer's arm. To make his rentals even cleaner, Singer has recently begun to contract with business firms on a flat \$100-per-year basis. This saves him the trouble and expense of returning the units to the shop in the fall, storing them through the winter, and reinstalling them in spring.

Thus it is that for Sam Singer of St. Louis, a combination of direct mail, price and thorough follow-up has made spring a time of early room air conditioner sales. End



Now...

from

American Kitchens

*the*

P·L·A·C·E · M·A·K·E·R

*plan*

a revolutionary new  
concept that opens up  
new profit horizons for you...

To make your most impossible dream come true...

# the P·L·A·C·E

for CLASSIC WHITE, famous "PIONEER"...

## A PLACE FOR EVERYTHING...AND EVERYTHING IN ITS PLACE!

New easy way modernizes your present kitchen,  
unit by low-cost unit, into your dream kitchen

**PLACEMAKER!** Remember that magic name. It's your wonderful new way to get started on the kitchen of your dreams now!

Here's the first really practical plan to change your space-cramped, out-of-date kitchen into one that's big, beautiful, modern as tomorrow—with no major construction, no staggering expense! The plan that understands a woman's biggest problem: more places to put things!

With American Kitchens' new PLACEMAKER plan, you add *what* you want *when* you want it... unit by low-cost unit! In fact, you actually create your own dream kitchen by simple, easy, inexpensive steps!

Begin with a smart wall or base cabinet, perhaps a sink cabinet. Any one or combination of distinctive, well-organized units, in a wide selection of styles and sizes, and you're off to a flying start. Add more and more. Watch PLACEMAKER s-t-r-e-t-c-h your kitchen, put *all* the wall to work! It makes that tired, old-fashioned kitchen (or any part of one) as modern as you!

But dramatic styling and wall-to-wall beauty are only part of the story. The PLACEMAKER plan gives you what you *really* need—up to 40% more storage space! Think of it! A place for everything...and everything in its logical, convenient place!

The important thing to remember is you can start right away. No money down. Budget the payments over three full years. Added the sensible PLACEMAKER way, these superb, space-making, permanent units will transform the place you call kitchen into a dream come true. Mail the coupon. Start scheming *your* dream kitchen today!

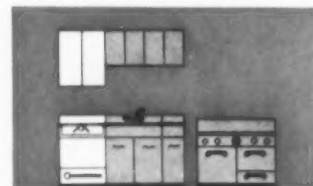
It's so easy to trade kitchens with little eye-appeal  
(and even less storage space) for the custom planned ones  
you see pictured here... the PLACEMAKER way!



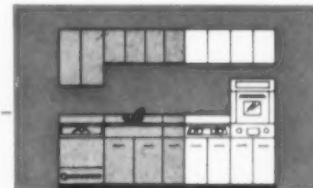
**FROM THIS:** A good kitchen—several years ago. Look at that out-moded sink and range. See all the wasted storage space. It's time for the PLACEMAKER plan!



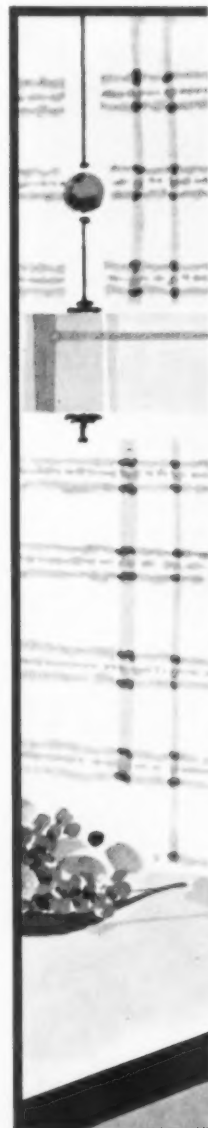
**TO THIS:** Placemaker Sink Center. Plenty of room in under cabinet, side cabinet compartments, wall cabinets for your basic kitchen needs. As little as \$1.00 a week.



**TO THIS:** Placemaker Dishwasher Center. AK Roto-Tray Dishwasher holds day's dishes for family of 4. Wall cabinets for extra kitchenware. As little as \$2.32 a week.



**TO THIS:** Placemaker Cooking Center. Cabinet bases for AK Drop-In Range, Stack-On Oven hold pots, pans. Wall cabinets store canned goods. As little as \$3.75 a week.



Only American Kitchens give you the appeal of wood and economy of steel in all these fashionable styles.

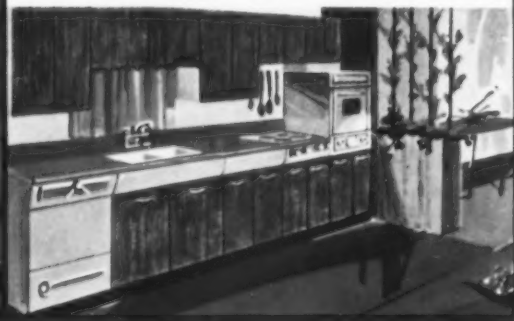
**FAMOUS AMERICAN KITCHENS' "PIONEER"**—Trio of antique copper, natural birch, steel creates charming effect.



**CLASSIC WHITE KITCHEN**—American Kitchens' modern all steel PLACEMAKER units in sparkling clean-easy units.



**"WOODHUES" IN CINNAMONWOOD**—Partnership of "Bermuda Beige" on steel, Cinnamonwood cabinet doors.

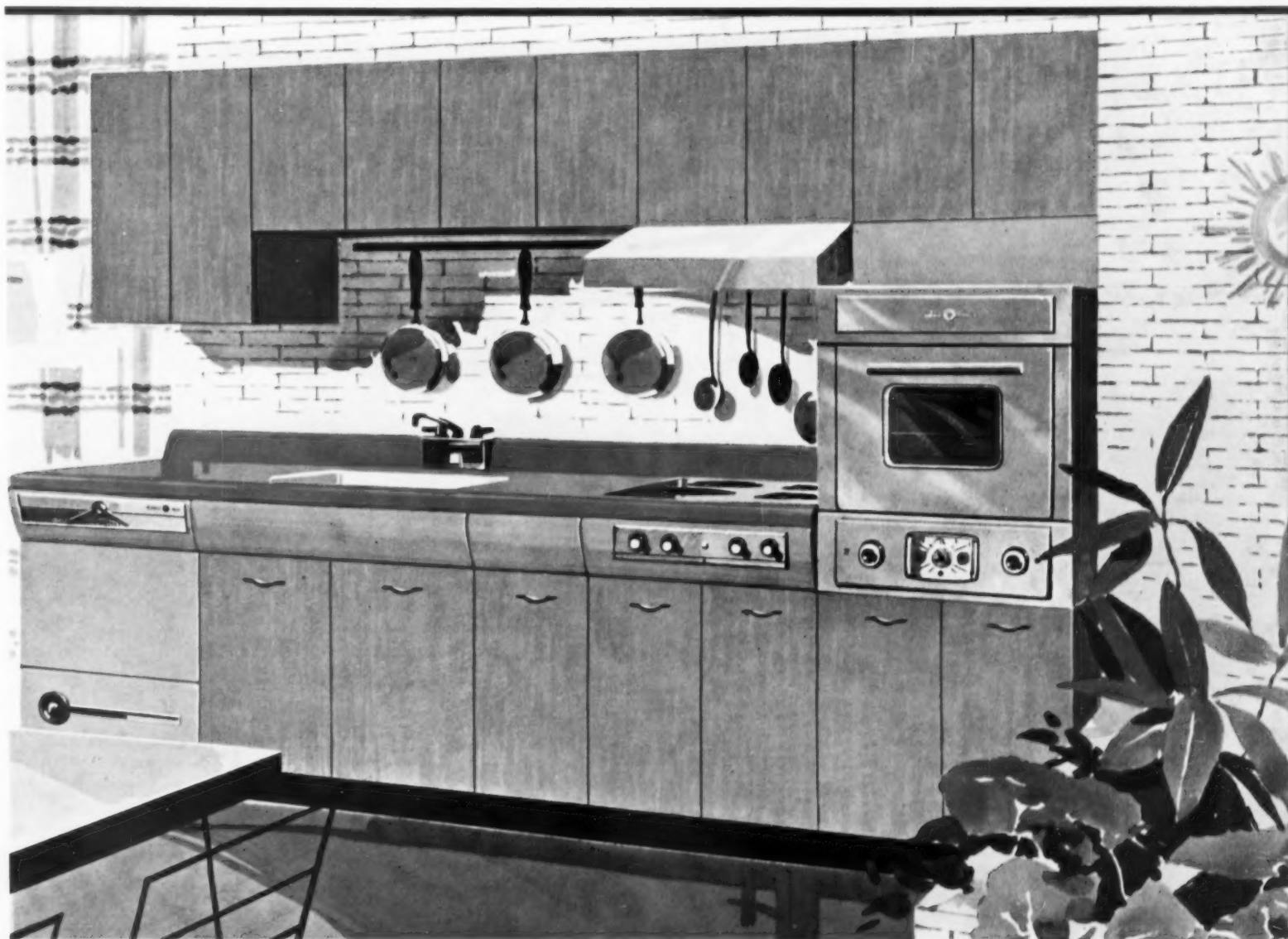




*American Kitchens give you*

# M·A·K·E·R plan

*and American Kitchens' exciting new "WOODHUES"*



**NEW! THE "WOODHUES" PLACEMAKER KITCHEN**—American Kitchens offers a beautiful blend of "Bermuda Beige" lifetime finish on durable steel, with your choice of Honeywood or Cinnamonwood wall and base cabinet doors. Shown above is the handsome Honeywood combination.

**MOST-WANTED FEATURES!** Matching contour-styled cabinet sinks, wall and base cabinets. Countertops in nine new Formica colors. AK Roto-Tray Dishwasher-Dryer has exclusive Roto-Tray action. AK Drop-In Range, Stack-On Oven give modern gas or electric cooking convenience.

**American Kitchens**

DIVISION **AVCO** CONNERSVILLE, INDIANA

Roll-o-matic Dishwasher-Dryers • Roto-Tray Dishwasher-Dryers  
Kitchen Cabinets • Food Waste Disposers • Built-in Ranges, Ovens  
Also distributed in Canada by Moffats, Ltd., AVCO Mfg. Corp.

This dramatic four-color spread appears in the February 25 issue of **LIFE** Magazine. Similar full-color advertisements in Saturday Evening Post • American Home • New Homes Guide • Home Modernizing • Better Homes & Gardens.

so much to sell...

so little space needed to show it!

# P·L·A·C·E·M·A·K·E·R

news-making...new space-selling plan

and here's how it works for you!

For the first time, you capitalize on the homemaker's long-standing need for more storage space. More places to put things. Through American Kitchens' PLACEMAKER plan, you satisfy that need by selling anything from a single cabinet unit to a complete kitchen!

PLACEMAKER gives homemakers the opportunity to create a modern "dream" kitchen, with perfectly matched cabinet sinks, wall and base cabinets, AK Roto-Tray Dishwasher-Dryers, AK Drop-In Ranges and Stack-On Ovens, and other most-wanted accessories.

PLACEMAKER turns wasted space into storage space... builds the Classic White, famous "Pioneer," or stunning new "Woodhues" kitchens by simple, easy, inexpensive steps. And each purchase snowballs—unit by low-cost unit—into high-volume selling and big dollars for you!

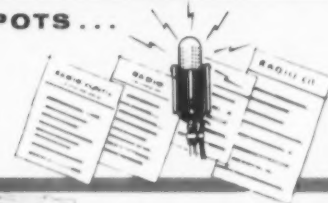
One thing to remember: this is *not* a loading program. It's a merchandise moving program that requires a minimum of inventory and sales effort, and assures a maximum profit return. Get the facts. Cash in on American Kitchens' great new PLACEMAKER plan—*now!*

with tremendous **action-maker** support

Gigantic consumer campaign  
—90,000,000 readers!



NEWSPAPER ADS... BILLBOARDS... RADIO SPOTS...



**MERCHANDISING KIT...**

Contains reprints of newspaper ads, miniature billboards, high-powered consumer literature, national magazine merchandising aids... everything you need to sell more kitchens the PLACEMAKER way!



Call Your Distributor Today...

## American **A** Kitchens

DIVISION **AVCO** CONNERSVILLE, INDIANA

## A Personality Sells TV

CONTINUED FROM PAGE 96

the whole family. Magers firmly believes the voices of the people who actually run a business are important in building the kind of picture he wants listeners to get. Of course, Magers' own distinctive voice gives his folksy pitch real individuality. It's been compared to a foghorn, but when he says "Come on over. It may be quite a ways, but you just have to make one trip. The rest of the year we'll come see you," people believe it.

Magers gets plenty of identification into both his store and his programs. The disk jockey often calls him by name and then cuts in Magers' tape, giving the impression that the Magers' clan is right there in the studio. On the present program, which runs from 4:40 to 4:55 pm, and is called "Flight 440," the announcer has a prop—a puppet called "Old Gus." This squeaky-voiced character not only gets in an occasional commercial, but also shows up in the store on the "Old Gus Specials."

For the most part Magers' radio selling copy is built around the Vesto reputation for good service and reliability—plus plenty of sell on the features of various brands, which are rotated weekly. Free installation and Vesto's 90-day service policy also get daily plugs. Gimicks and giveaways have been tried, but they don't work for Vesto.

### Sells at Two Price Levels

Magers keeps from 100 to 150 sets on display in his store's main sales area up front. They're all live, ready to go. Overhead, an acoustical ceiling cuts noise and distraction here. In a separate "Little Theatre," there are 30 to 40 higher-priced models, including hi-fi consoles and color sets.

Vesto salesmen upgrade most every deal—keeping the average right around \$270. "We're here to make a profit," Magers says, "And table models don't carry much. So we sell the consoles, generally using the 'handsome furniture' angle." Salesmen don't talk much about total price, since their aim is to sell a \$450 model to the man who comes in looking for a \$250 set. This often actually happens, with the salesman saying, "Look, this beautiful console will only cost you \$5 more a month, and it will make a

beautiful addition to your living room."

Believing that "The man with no equity in his set has no respect for you or your business," Magers insists on a down payment and a maximum payment term of 18 months. He gets the full list price on all new sets, makes a satisfactory profit on used units. Price-cutting might once have been his alternative, Magers thinks, if he hadn't had a good service set-up. He is staying completely away from this kind of business, mostly because, as he says, "The price customer is insatiable. Offer him \$50 off, and he knows a place down the street where he can get \$75."

Frequently, the service department boosts sales directly. A standing rule at Vesto is that any repair bill running to \$70, which usually includes a new picture tube, is referred to the sales department. The customer gets a "new set" pitch, and often, makes a purchase.

### Stress "Vesto-Ized" Used Sets

By hammering away on the radio that "Vesto-Ized" sets are good buys, backed by master technicians' work, completely checked out and with new parts where needed, Magers has developed customer confidence in his used sets. These now provide a substantial part of his total sales—\$8,500 in January 1956, for example.

Used sets are shown in a separate "Thrift" room, where they don't get mixed up with the new sets. They are also hooked up and ready to demonstrate. They're sold with 12-month financing and a 30-day guarantee. Very often, sales are made by comparison to new set prices. A salesman might point out to a prospect that "you couldn't get a new table model for \$82, and here you get a good console for that much." It's at this point that the confidence-giving "Vesto-Ized" label pays its way.

"Used sets move faster under \$100," according to Magers. "We frequently sell a used set to a customer who comes in looking for a new one. If a man is looking for a 17-in. set for a youngster's room, we often suggest a used set priced around \$89. We lose a new set sale, sure, but we move a used one, and we make a friend."

End

### MARCH WINDS

... and Electrical Merchandising's annual kitchen issue will both reach you at just about the same time. And, in an effort to help blow spring sales your way the editors have put together a March package which will include tips on planning kitchens, dealer successes and objections, in short the typical complete subject roundup you have come to expect of the appliance magazine . . . . . **ELECTRICAL MERCHANDISING**

I profit  
three ways  
with  
**DRY-R-X**





Ask your clothes dryer distributor or write direct for prices on vents, pipe, flexible duct and displays. Free literature to help you sell.

**DRY-R-X COMPANY** 6632 WEST SHORE DRIVE • MINNEAPOLIS 10, MINN.



## Good service makes good customers

Webb Manufacturing Co.  
29188 N. 4th St., Phila. 33, Pa.

Please send me prices on Wrapabouts and Slingabouts for

☐ ranges ☐ radios ☐ air conditioners  
☐ TV ☐ washers ☐ refrigerators

FIRM NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

When you deliver the new television set, it's a real thrill for any family. Show them you agree by delivering it carefully and installing it expertly—and they'll be your customers for life. One sure way to make the right impression is to make your deliveries in Webb Wrapabouts. They protect everything—the appliance, the customer's woodwork, and your reputation as a service-minded merchant. Webb Wrapabouts are made of water-repellent canvas, thickly padded, and flannel lined—and they last for years.



**WRAPABOUTS**  
For Radio, HiFi, TV  
and Air Conditioners  
For major appliances use Slingabouts



# Hotpoint Refrigerators

## in Beauty...

*Beauty...*

**that sells itself**

Here is beauty that your customers can live with... dignified beauty you don't have to explain to sell. Hotpoint's OUT-FRONT... it sells itself because it belongs—comfortably, naturally—in any kitchen.

available  
in  
**5**  
beautiful  
**COLORTONES**  
and  
classic white



**Hotpoint**

TWO-door Refrigerator-Freezer  
Model 7147

# for 1957... OUT-FRONT Quality... Convenience

**everything your customers want...and more!**

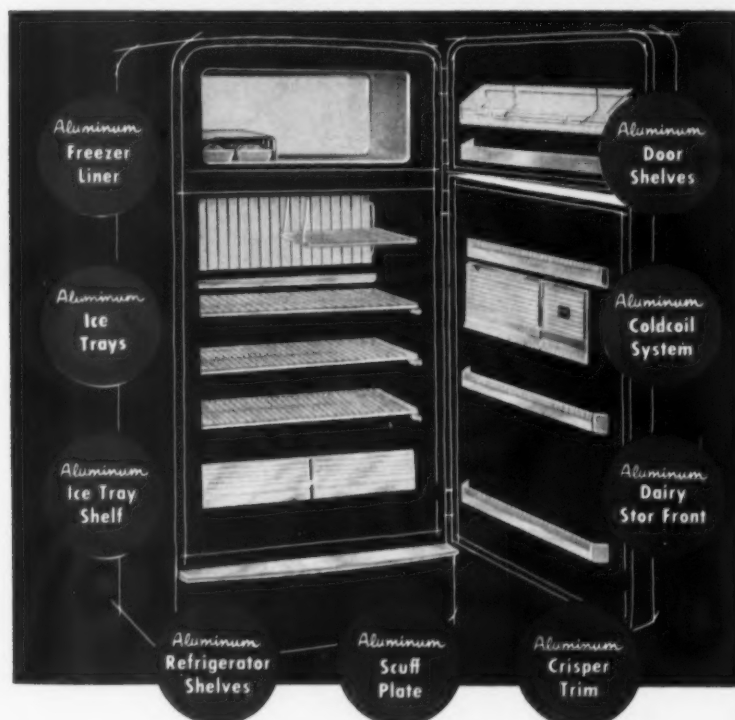
## Quality...

### that speaks for itself

Top, middle or low-end, Hotpoint offers the industry's best construction and engineering advantages in *all* models, *all* prices—and it speaks for itself!

That quality is best reflected by the generous use of aluminum throughout. And Hotpoint has developed a dramatic demonstration of aluminum superiority to help you prove that Hotpoint features sturdy, beautiful aluminum wherever there is wear... wherever it will give the refrigerator a brighter look!

#### MORE ALUMINUM THROUGHOUT



**YOUR HOTPOINT DISTRIBUTOR IS READY  
WITH ALL THE FACTS. SEE HIM TODAY—  
AND PUT YOUR REFRIGERATOR SALES  
'WAY OUT-FRONT WITH HOTPOINT!**

## Convenience...

### that demonstrates itself

Hotpoint's OUT-FRONT Features put you out-front when you're selling convenience. Hotpoint Refrigerators literally turn themselves inside-out to make every phase of food storage and preservation easier, to put food at fingertip reach... and to help you sell! Here's how:

#### BIG BIN SWINGS OUT

... brings the foods they use most often right out-front! Removable Vegetable Crisper holds almost 2/3 of a bushel, Bottle Compartment holds over 4 gallons—within easy reach.

#### SHELVES GLIDE OUT

... another OUT-FRONT feature. Puts food in the rear corners squarely out front. Also can be adjusted up or down to fit individual storage needs.

#### LIGHT-TOUCH SAFETY DOOR LATCH

... opens and closes with fingertip pressure, yet special gasket provides firm, positive seal. Safety latch is designed to open at a touch from the inside, too.

Plus many other sales-making convenience features—including choice of right or left-hand doors!



#### CABINET ROLLS OUT

... on rubber-cushioned rollers. Cleaning and decorating behind, beside or underneath it is a pushover! Convenient foot pedal controls brake, locks refrigerator securely in position.



Look to **Hotpoint**  
for the finest...first!

## Dice-Roll Spiff

— CONTINUED FROM PAGE 98 —

"cooking schools," because this sort of activity attracts best in Minnesota. Afternoon shows did not get the attendance that evening groups did, and audiences were largely composed of freezer owners seeking information and bringing a prospect along.

Frozen foods were displayed and wrapping methods taught. The girls found that going over the freezers with the store owner and his salesman at the beginning of paramount importance.

### Booklets Help

Passing crowds were handed Edison Electric Institute booklets on freezing. Food handouts were avoided because of the number of children present.

Where a "sit down" show is given, the girls felt that a group of 10 to 12 chairs is best, and the demonstration should last about 30 minutes. A small crowd will become enthusiastic, ask questions and touch the articles it is interested in. At the end of the meeting, refreshments consisting of a cold drink and frozen fruits such as melon balls and hunks of pineapple were given the listeners.

Few sales were traceable directly to the demonstrations, but they did stir up enthusiasm among customers and salesmen. *End*

## Testimonials Sell

— CONTINUED FROM PAGE 112 —

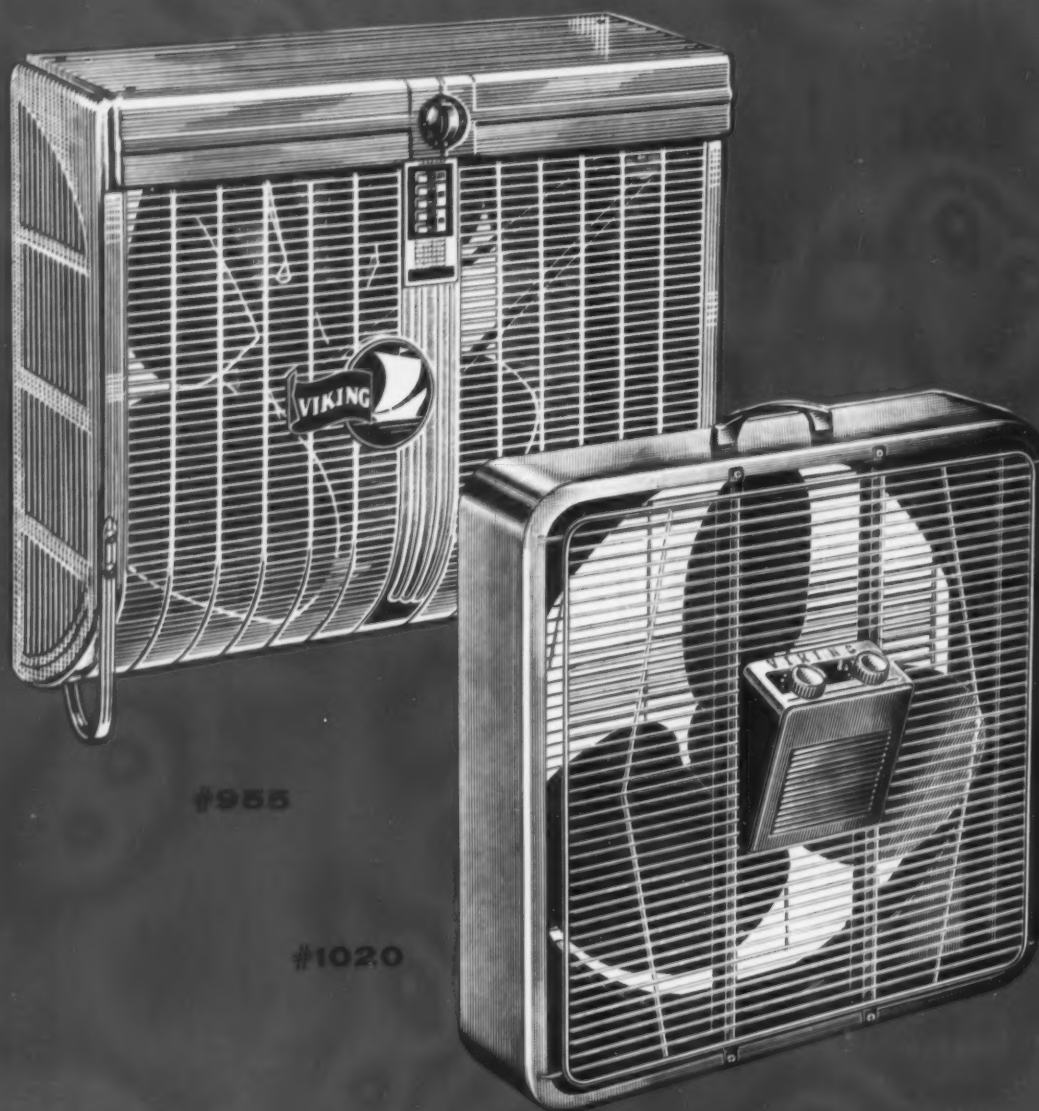
vited to hop into the salesman's car, driven to two or more homes where electric water heating has been used for years, and introduced to the housewife. At that point, the user starts "selling."

During the interview, the salesman remains in the background, until the time comes for him to step into the picture. If, for example, the prospect begins to dwell on the lower operating cost of gas water heating, the salesman comes in with details of the local utility's separately metered, off-peak water heater rate. This he may quickly follow up with a pitch on the safety of electric water heaters. When installation cost is brought up, he points out that electric units need no venting.

### Push Table Top Models

"In dealing with young couples who are building new homes or moving into projects, we have a real asset in the table top models," Rowland says. "We play up the fact that these units can be installed in kitchens, where they add

(Continued on opposite page)



## Your Big '57 Viking Profit Package

### Viking's Plan to Help You...

Create Store Traffic  
Beat Price Competition  
Move Inventory

#### Model #955

... Electrically reversible 22" blades with pushbutton controls. Exhaust rated at 3500\* CFM. Largest, most powerful Fan made for windows.

#### Model #1020

... Thermostatically controlled for automatic cooling. An electrically reversible Fan with 20" blades exhaust rated at 2500\* CFM. Adaptable for window, floor, roll-up or portable use.

Check the "Viking Profit Package" before you buy!



\*All Viking Fans are rated according to standards set by the Propeller Fan Manufacturers' Association as indicated by this seal.



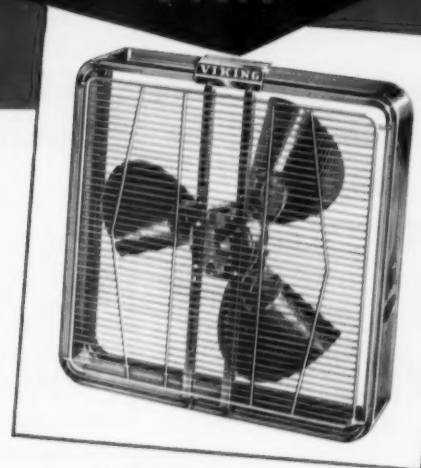


#### Model #920

... a portable—reversible model with front and back grill and 20" blades, exhaust rated at 2500\* CFM. Adaptable for window, floor, roll-up or portable use.

#### Model #720

... with 20" blades exhaust rated at 2400\* CFM. Finger safe grills on both sides. Adaptable for window, floor, roll-up or portable use.



#1010 Traffic Fan

Stock and Sell Viking...The Short Line That's Long on Volume



\*All Viking Fans are rated according to standards set by the Propellor Fan Manufacturers' Association as indicated by this seal.

#### Testimonials Sell

— CONTINUED FROM PAGE 152 —

eye-appeal, and provide extra work-surfaces. These are features that round models and most gas water heaters lack."

Though Knight Appliances carries water heaters in a full range of capacities, it's the 52-gallon model, selling at approximately \$150, that's responsible for 85 percent of the volume. Salesmen are quick to point out that Grand Junction is a dusty town, making a 52-gallon tank of clean, hot water practically a permanent necessity for townspeople.

The dealership develops prospects from two major sources, and develop them it must. There's no longer any waiting for ready-made customers to stroll in. Each salesman spends part of his day scouting areas where new homes are going up. He tracks down the future owners, and begins pitching electric water heating with a will.

#### Free Lancing Profitable

This "free lancing" has accounted for a large percentage of sales, primarily because it gives the salesman a chance to talk electric water heating before the contractor has gone ahead with a gas installation.

The store's second big prospect-source is Grand Junction's newer suburbs, where there are thousands of "under-capacity" gas water heaters in operation. This replacement market, sold on the same live-testimonial basis, is becoming more and more of a factor in Knight Appliances' water heater sales operation. Finally, there's a constant flow of "drop-ins" through the showroom.

"Since natural gas came to the western slope area, it's been tough selling electricity against it," Rowland admits. "We've had to revert to old fashioned salesmanship and cold canvassing, but we're gradually winning the battle. And with safety, durability and prestige on our side, we've got plenty to fight with!" *End*



"ONE THING ABOUT ME, I'M ALWAYS CAREFUL NOT TO DIRTY UP ANY APPLIANCE I INSTALL."

# Two General Electric pace-setters

**RED HOT- at \$34.95\*!**  
**All-transistor... All-new!**  
**General Electric "710"**



**1957 General Electric Portables all have cabinets unbreakable in normal use — Choice of Colors at no extra cost**

**Long distance lightweight.** 6 transistors plus big 4-inch speaker for perfect reception even in fringe areas. Choice of colors. **\$49.95\***. Earphone and carry case accessories.  
**Model P725.**



**Genuine top-grain cowhide.** Powerhouse performance. 6 transistors. Plays up to 600 hours on flashlight batteries. Choice of colors. **\$59.95\***. Earphone accessory extra.  
**Model P720.**



**Big set sound in a compact cabinet.** 4 tubes. Weighs just 4 1/4 lbs. Unbreakable cabinet. Popular new colors. General Electric price leader. Carry case accessory. **\$19.95\***.  
**Model P700.**



**3-Way Portable.** Plays on AC, DC or batteries. 4 tubes plus rectifier. Exclusive power cord hideaway. Ferrite-power antenna. Choice of colors. Carry case accessory. **\$29.95\***.  
**Model P671.**



\*Mfr's recommended retail or Fair Trade price. 90-day written warranty on both parts and labor. Batteries & accessories extra. Prices slightly higher West & South.



# for the red-hot transistor market!

**RED HOT-** with 10,000 hour  
rechargeable batteries!  
**General Electric "715"**



**New General Electric All-Transistor Pocket Radio  
Plays up to 13 years without changing batteries**

● Two pace-setters from General Electric — aimed right at the hottest market in the industry—show why General Electric Radio leads all the rest! 1. The all-new, all-transistor Model P710 at **\$34.95\***! 2. The rechargeable P715 with 10,000 hours of battery life (with batteries and recharger **\$64.95\***—radio alone **\$49.95\***).

Boost Spring and Summer gift trade with the hottest portable line in '57—General Electric! Powerful color ads in national magazines—Sunday Supplements—Network TV shows—Displays—will pay off in your store! Call your distributor. General Electric Company, Radio Receiver Dept., Bridgeport 2, Conn.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



# you cut service call-backs with **F.S.P.**

**THESE FACTORY SPECIFICATION PARTS  
FOR RCA WHIRLPOOL APPLIANCES  
ARE MADE RIGHT TO FIT RIGHT,  
WORK RIGHT... WITH ONE CALL!**

Service call-backs caused by inferior parts cost you money, waste your time, and jeopardize your service reputation.

But, when you install Factory Specification Parts in RCA WHIRLPOOL appliances *you can be sure* they will do the job. They are designed and engineered especially for RCA WHIRLPOOL appliances. They are made to meet the toughest specifications in the industry.

You can protect your valuable service reputation, keep your customers happy and satisfied — every time you install Factory Specification Parts in RCA WHIRLPOOL appliances. See your authorized RCA WHIRLPOOL distributor or A.P.J.A. parts jobber now — and cut costly service call-back losses with F.S.P.!

**FSP** \*

**Factory Specification Parts for**

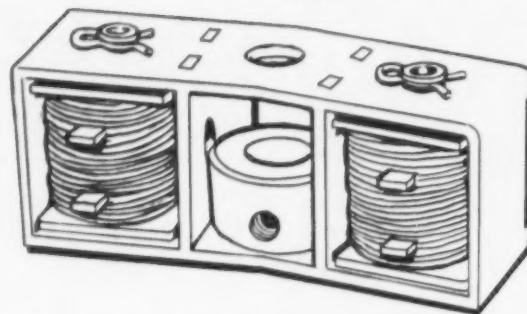


**Whirlpool APPLIANCES**

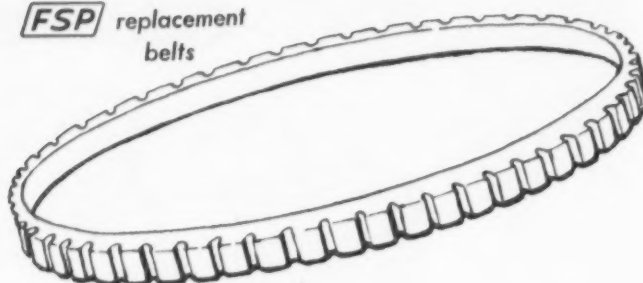
meet the toughest specifications  
in the industry

\* Tmk

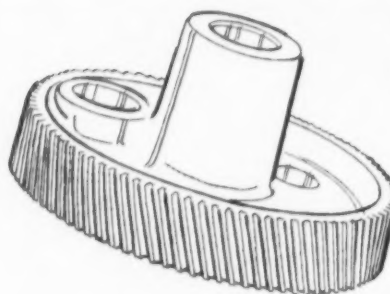
**FSP** replacement  
solenoids



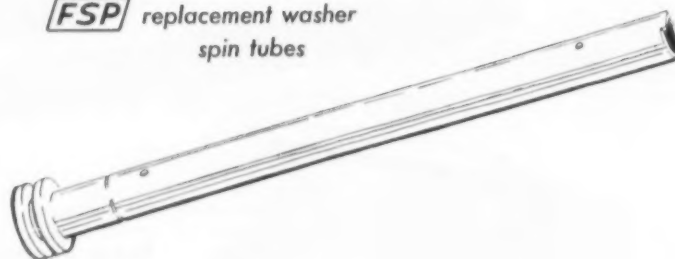
**FSP** replacement  
belts



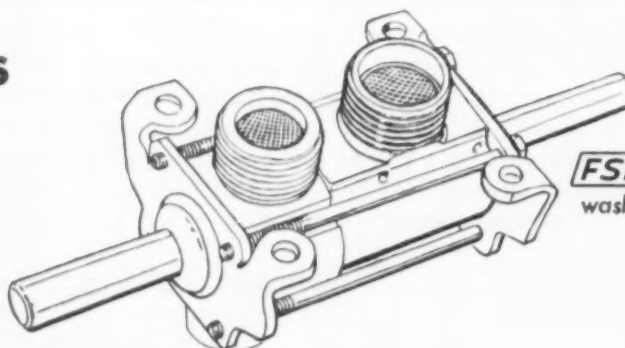
**FSP** replacement  
gears



**FSP** replacement washer  
spin tubes



**FSP** replacement  
washer mixing valves



Service Division, **WHIRLPOOL-SEEGER CORPORATION** St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

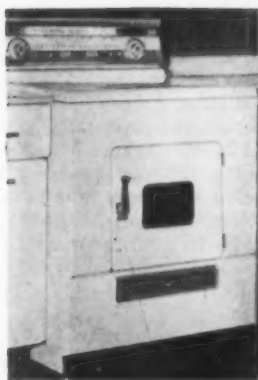
# ELECTRICAL APPLIANCE NEWS

## NEW PRODUCTS



ANNA A. NOONE

New Products Editor



**HOTPOINT Combination Washer-Dryer**

Hotpoint Co.,  
5600 W. Taylor St.,  
Chicago 44, Ill.

**Device:** Automatic washer-dryer combination No. LY-1.

**Selling Features:** Has 2 separate controls for washing and drying; dial and lighted pushbuttons on left for washing, and dial and pushbuttons on right for drying; wash section has a 2-cycle timer, a pressure fill which allows pre-selection of wash time, hot or warm wash or warm or cold rinse water; special heating element allows user to raise wash water temperature if desired; right hand dial and pushbutton bank control drying times and cycles (delicate or normal) 4-button bank gives high, medium and low heat and "tumble only" for fluffing pillows rugs etc.

Special pushbutton bank for complete normal washing and drying has been incorporated into machine which takes one simple operation.

Interior porcelain and stainless steel.



**MODERN MAID Built-In Ranges**

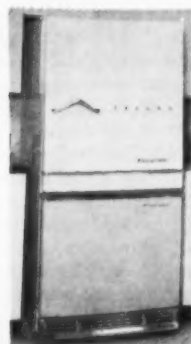
Tennessee Stove Works  
Chattanooga, Tenn.

**Device:** Restyled built-in ovens and cooking top units.

**Selling Features:** New ovens have trapezoid shaped glass doors; con-

trols are set in similarly shaped recessed panel; automatic cooking and an additional broil unit is located under oven so that baking and broiling can be done at the same time; optional equipment includes an electric motor driven rotisserie with spit that slides into oven and can be removed and stored when not in use.

Super Thin 4-unit cooking top is 3 inches deep; fits into a standard 30-inch cabinet without disturbing drawer space beneath; units are available in stainless steel or copper-tone porcelain with wrought iron black.



**PHILCO Refrigerator-Freezers**

Philco Corp.,  
C and Tioga Sts.,  
Philadelphia, Pa.

**Models:** Philco 1957 refrigerator-freezer line includes 8 models.

**Selling Features:** Capacities range from 8.6 to 15.8 cu. ft. capacities; features include a 33 deg. zone meat locker recommended temperature for ideal meat keeping by Nat. Live Stock and Meat Board; other features include waist-high crisper; dairy bar door; 3-position convertible shelf; larger capacity freezer compartments with door racks for cans and cartons; slide-out basket for bulky packages; new interior lighting; Super Marketer custom design models have gray textured finish on lower freezer door compartments; three Super Marketers have foot pedal freezer door openers; Seatone interiors; exterior door features straight edges, flat surfaces for built-in application; left or right hand opening doors and exterior finishes available in yellow or blue on order.

All freezer compartments have automatic defrost; safety latch permits opening refrigerator from inside.

**Prices:** From \$239.95 to \$629.95.



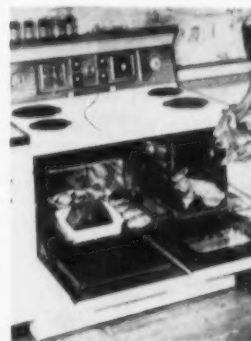
**HOOVER Polisher**

The Hoover Co.,  
North Canton, Ohio

**Model:** Hoover floor polisher model No. 5450.

**Selling Features:** Polishes hardwood, tile, cement or slate patio floors; also cleans rugs; specially designed motor housing allows polishing under cabinets and other furniture; new anti-splash skirt 3-in. in high minimizes splash when used as a scrubber; weighs 12 lbs; a.c.-d.c. motor rated at 400 watts; brushes revolve at 785 rpm; double-pole switch in base is automatically controlled by handle; self-aligning, self-locking brushes with combination of bristles for scrubbing, applying wax and polishing; special plastic brush-back; felt buffing pads also included.

**Price:** \$49.95.



**KELVINATOR 1957 Ranges**

Kelvinator Div.,  
American Motors Corp.,  
Detroit 32, Mich.

**Models:** Kelvinator 1957 range line includes 7 models: four 40-in.; two 30-in., and a 24-in. model.

**Selling Features:** All models have new divided top; deluxe KRG-49 double oven model features disposable foil oven linings in both

ovens; Roast Ready automatic meat thermometer that indicates interior temperature of meat—when roast is done Roast Ready turns off oven and signals with buzzer and light on backguard—consists of a thermometer-probe with a dial selector on top, electric cord and plug; crank-adjusting broiler rack; automatic oven preheat and automatic oven timer; high speed 2,600 watt surface unit and a "no burn" automatic surface unit.

KRG-48 deluxe single oven range; both models have automatic oven timer; non-fog oven window; both are available in 8 custom colors.

KRG-47 has foil lining; super-speed cooking unit with new 2,600-watt surface unit; infinite heat controls for all surface units; signal lights indicate when surface or oven units are on; deep broiler-roaster pan with aluminum broiler grill; fluorescent top light.

KRG-43 has automatic push button preheat with radiant rod bake and broil; 7-heat surface unit switches turn in either direction, providing specific cooking; backguard fluorescent illuminated.

Deluxe KRG-38, 30-in. model has thermostatic-action switches and pushbutton control selection of inner portion of unit for small pans or entire unit for larger pans; full-width oven automatically preheats; foil oven linings; non-fog windows; available in 8 colors or white.

KRG-33, 30-in. model has 23-in. wide automatic oven; automatic timer; radiant rod bake and broil units; 2 appliance outlets, one timed for use with coffeemaker or other small appliances; 7-heat switch control surface units.

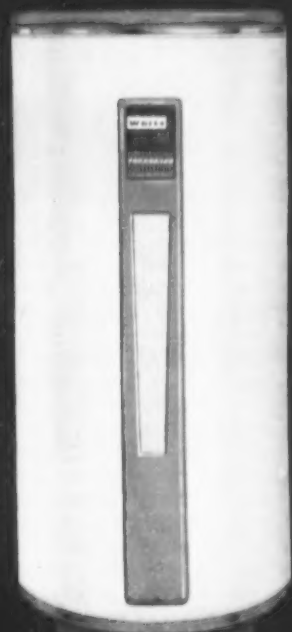
KRG-24, 21-in. range has extra large oven 16x16x19 1/4 in.; broiler-roaster pan with porcelain broiler grill; 2 shelves adjust to 9 positions; single oven thermostat; surface unit switches control units with 7 heats; new 2,050-watt surface unit.

Styling includes a new high-fashion backguard of antique gold; squared oven doors; V shaped handles in antique gold and black.

Accessories available at extra cost include an electric rotisserie; thermostatically-controlled grill; thermostatic deep well cooker and a crank adjusting broiler rack.

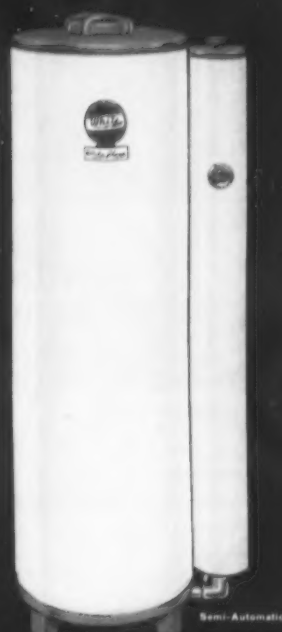
**Prices:** From \$519.95 for double oven 40-in. model to \$179.95 for 21-in. model; \$15 additional for color.

# White TWIN



## WATER HOTTERS

Automatic Water Heaters—  
Electric and Gas



## WATER SOFTENERS

Fully Automatic and  
Semi-Automatic

...White-Glass or Zinc-in-ized Lining

*double volume! double profit!*

Every home that needs water, needs HOT water. Every home that needs hot water, needs hot SOFT water. Every time you sell a water heater you should, and usually can, sell a softener—giving yourself TWO sales instead of one.

If you have been overlooking this DOUBLE opportunity or have just put off getting started on softener sales, let WHITE pass on to you some news about what other alert dealers are doing right now. Phone, wire or write your WHITE distributor—or the factory—TODAY.

WHITE PRODUCTS  
CORPORATION  
MIDDLEVILLE, MICHIGAN  
Division of Airway Industries, Inc.



## NEW PRODUCTS



ADMIRAL Freezers

Admiral Corp.,  
1191 Merchandise Mart,  
Chicago 54, Ill.

Models: Admiral 1957 freezer line includes 4 uprights and 3 chests.

Selling Features: Highlighting the 10 and 14 cu. ft. upright models is a "Pantry-door" containing 2 deep-capacity pop-out dispenser racks for frozen packages and juice cans, shelf space for large size packages and an additional bottom rack for soup cans. Fast-freezing shelves; a wide, easy-to-grip door handle; decorative, fashion front door are other features. 9 cu. ft. model has 293 lbs. capacity, contains 4 fast-freeze shelves 2 recessed, deep-capacity door shelves; 2-color interior and clear-to-floor design. Uprights 11U70 and 14U90 have 4 fast freezing shelves, full width glide-out storage basket, new wide-easy-to-grip handle with built in handle locks. Matching refrigerators are available. Line also includes an 18 cu. ft. upright.

Chest models feature a new safety door cannot be closed from inside—remains in any desired open position until pushed closed.

Prices: 9 cu. ft. model, \$179.95.



KELVINATOR 1957 Refrigerators

Kelvinator Div.,  
American Motors Corp.,  
Detroit 32, Mich.

Models: Kelvinator's 1957 refrigerator line consists of 9 models—the 16-cu. ft. Foodarama; four 31-in. wide refrigerator-freezers; two 28-in. refrigerators and two 24-in. refrigerators.

Selling Features: Foodarama, style leader line combines a 5 cu. ft. upright freezer with an 11 cu. ft. fresh

food refrigerator in less than 48 in. floor space. In addition a special utility bin in freezer door stores containers, wrappings for freezer, or serves as dry storage compartment.

Features include a tilt-out door crisper with transparent window, removable for loading and unloading, and holds 15 qts.; door storage includes twin handi-chests for butter, cheese etc; deep shelf for bottles; and a special breakfast bar at top for eggs, bacon and two juice containers. Fresh food section has 5 shelves plus super-shelf at bottom; middle shelf slides out for easy loading; slide-out drawer or handi-tray for short term items.

New U-type humidiplate around 3 sides of refrigerator section provides moist-cold and automatic defrost. Freezer door contains 2 shelves for 1/2 gal. ice cream packs; 3 can dispenser racks; 7 shelves in cabinet include a pastry shelf and 6 ice cube trays, 3 of which make 38 "ice-slices" each.

31-in. refrigerator-freezer models include K69G-13 a 2-door model with separately insulated, refrigerated freezer; 3 ice trays and juice tray in removable rack; fresh food section holds 10.7 cu. ft.; automatically defrosts; features twin handi-chests; handi-tray; twin vegetable crispers; removable egg racks; extra deep shelf for half-gal. bottles.



K68G-12 has 102 lb. frozen food chest at bottom and an 11.8 cu. ft. automatic defrost refrigerator section. Each section is separately insulated and refrigerated.

K67G-13, a 13.2 cu. ft. model has many Foodarama features; a 68 lb. separately insulated and refrigerated freezer.

K65G-14, 13.6 cu. ft. refrigerator-freezer holds 68 lbs. frozen food and 11.7 cu. ft. fresh foods. Cabinet contains 4 shelf areas, twin porcelain crispers with 18.5 qt. capacity; removable egg trays in door; twin handi-chests and extra deep shelf.

28-in. models include K45G-11 and K43G-11. K45G-11 is a deluxe push button defrosting refrigerator with 10.8 cu. ft. capacity; full-width frozen food chest holds 52 lbs.; 17 lb. meat tray; twin polystyrene crispers have 16.2 qt.



capacity; 4-shelf door includes a deep shelf and a handi-chest.

K43G-11, 10.8 cu. ft. model has 4 door shelves; handi-chest, and a removable egg insert.

24-in. models include K26G-8 and K22G-8. K26G-8, pushbutton automatic defrost model has full-width frozen food chest that holds 52 lbs.; meat tray 17 lbs; full-width crisper and 4 shelves; 12.3 qt. crisper; 4 door shelves include an extra deep shelf and a handi-chest.

K22G-8 has 4 door shelves; 8.2 cu. ft. capacity includes 52 lbs. in freezer chest and meat tray; full-width crisper holds 12.3 qts.

Prices: Foodarama, \$699.95; other models from \$499.95 to \$209.95 in 8 colors plus white. Color is \$15. extra, Foodarama in color \$20. extra.



**ADMIRAL Refrigerators**

Admiral Corp.,  
1191 Merchandise Mart,  
Chicago 54, Ill.

Models: Admiral 1957 refrigerator line includes 3 Dual Temp models and 5 automatic and conventional units ranging in size from 9.3 to 13.7 cu. ft.

**Selling Features:** An improved life-guard refrigerator door release for child safety is feature of Admiral 1957 line; all models have straight-line styling; Dual Temps have fashion front color panels that slide in and out of chrome frame; freezing coils that freeze ice cubes twice as fast as conventional units; never require defrosting; Classic copper trim and 2-color interior—pink and white.

Pop-out dispenser rack in "Pantry-Door" makes frozen food selection easy; also contains a 12 qt. in-the-door crisper; 3 Dual Temps include single, 2-door and upside-down models. Upside-down unit features 2 outer doors, eliminating separate inner door for freezer section, contain "Arctic Circle" freezing coils. Fresh-food "Pantry-Door" in 2-door Dual Temps contains a 12 qt. crisper, tilt-out egg racks, butter and egg keeper; also has space for quart bottles and 4 gal. milk containers, rack for frozen packages juice and soup cans.

Four cu. ft. freezer chest in 12.5 cu. ft. upside down Dual Temp holds 137 lbs.; has separate shelf formed by freezing coils to insure faster freezing; roll-out basket for bulky meat packages. Freezer com-

partment on other Dual Temps are completely sealed off and separately insulated from rest of refrigerator; polystyrene interiors. Fresh-food compartment has Magic Ray lamp that prevents food from trading flavors and 3 glide out shelves.

Prices: Dual Temps, \$429.95 for 11.5 cu. ft. model; \$529.95 for 12.5 cu. ft.; and \$554.95 for 12.5 cu. ft. model. Other models from \$299.95 for a 10-cu. ft., to \$389.94 for a 13.7 cu. ft. model.



**SUB-ZERO Built-In Refrigerators**

Sub-Zero Freezer Co., Inc.,  
Box 2017,  
Madison, Wis.

Models: New line of 7 built-in refrigeration models.

**Selling Features:** Line includes No. 124BIRF "over and under type" refrigerator with 10.8 cu. ft. refrigerator and 3.5 cu. ft. freezer; No. 18BIRF "over and under type" 8.6 cu. ft. refrigerator and 9 cu. ft. freezer; both models are single cabinets, completely self-contained.

Model 30BIRF "side-by-side" refrigerator has 15.8 cu. ft. capacity, freezer 14 cu. ft.; No. 15 BIR, refrigerator only, 15.8 cu. ft., and No. 15 BIF freezer only, 14 cu. ft. capacity. There are no special cabinets to house any of above models and practically no installation expense; each cabinet is a complete package—just place in "roughed-in" wall opening and plug in.

Both refrigerator and freezer sections in combination models 124, 18 and 30 BIRF, are equipped with separate condensing units having fan type condensers.

No. 8 BIR "cabinet or stack-on type" refrigerator only has 8.5 cu. ft. capacity.

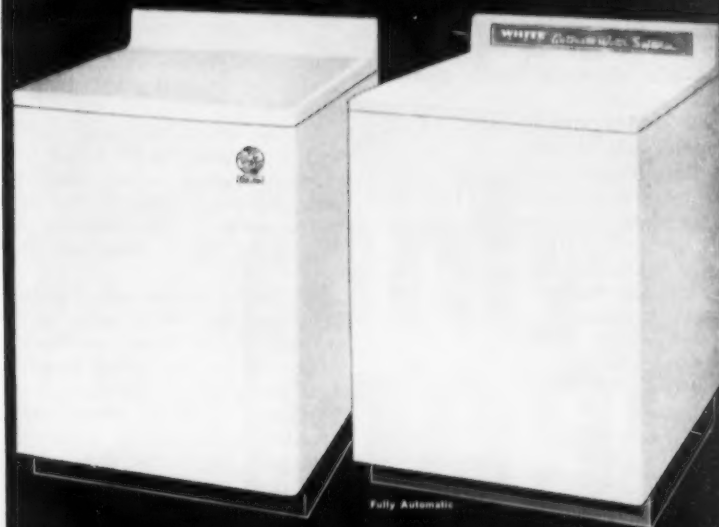
No. 8 BIF "cabinet or stack-on type" freezer only has 7.2 cu. ft. capacity.

These models can be used as "stack-ons" or built into existing cabinets in a stack-on or side-by-side arrangement or can be used separately as desired.

Features include Glamordor with storage shelves; colored interiors with gold shelves; remote installations and left or right swing doors; 3 1/2 in. Laminar Fiberglass insulation; adjustable temperature control; refrigerator sections have pull out shelves; interior light; pull out vegetable crispers; Koilamatic self-defrosting.

Corp Corp announces an instant-beverage server No. DBS-6L in a serpentine design with 24 k. gold decorating. Can also be used for mixing or serving any hot or cold beverage. Price \$2.95.

# White TWINNS



## WATER HOTTERS

Automatic Water Heaters—  
Electric and Gas

## WATER SOFTENERS

Fully Automatic and  
Semi-Automatic

...White-Glass or Zinc-in-ized Lining

*double volume! double profit!*

Beauty—the modern style-trend in equipping kitchens, utility rooms and other working areas with matching appliances—are additional sales advantages offered you by the WHITE TWINS. Above and beyond the practical benefits brought to any home by either a water heater or a softener, countless prospects find the dual attraction of matching units almost irresistible.

If you'd like to know how other dealers are cashing in on this new force in doubling sales, phone, wire or write your WHITE distributor—or the factory—TODAY!

WHITE PRODUCTS  
CORPORATION  
MIDDLEVILLE, MICHIGAN  
Division of Airway Industries, Inc.





**HOTPOINT Freezers**

Hotpoint Co.,  
5600 W. Taylor St.,  
Chicago 44, Ill.

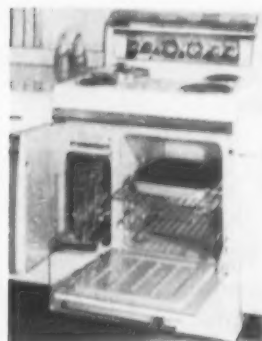
**Models:** Hotpoint 1957 freezer line includes 2 upright, 7FM12 and 7FM18, and 3 chest, 7FK17, 7FK19 and 7FK26.

**Selling Features:** Uprights style-matched to the company's 1957 refrigerators, in 12 cu. ft. and 18 cu. ft. sizes. No. 7FM12 holds 417 lbs., No. 7FM18 holds 630 lbs.

Upright features include automatic temperature controls, "light touch" safety doors; 1-piece wrap-around cabinet; tilt-down door racks; 25 can juice rack; adjustable shelves.

Chest model No. 7FK17 holds 595 lbs.; 2-door No. 7FK26 holds 907 lbs.; fast freeze compartments refrigerated 3 sides and bottom; sliding baskets; vertical wire separators; automatic temperature control; cake and pie racks are other features.

All 1957 freezers capri color styled, with interior lights, 1-piece welded cabinet.



**HOTPOINT Ranges**

Hotpoint Co.,  
5600 W. Taylor St.,  
Chicago 44, Ill.

**Models:** Hotpoint 1957 range line includes 3 30-in. models, RU-1, RT-1, RR-1, and 6 39-in. models, RD-26, RB-25 with double oven, and RC-25, RB-74, RB-73, RB-72, RB-71, all with single oven.

**Selling Features:** Deluxe model RU-1 features oven which holds 40 lb. turkey or 6 8-in. layer cakes; broiler which broils 12 steaks in 10 min., no preheating; oven with slide-out vertical broiler, holds 8 sandwiches; 3 surface units, one a 2600-w. unit; 4th "automatic" sur-

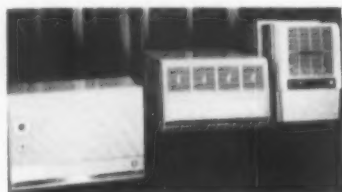
## NEW PRODUCTS

face unit converts any pan into time temperature-controlled cooking vessel; heats in 6-in. or 8-in. diameter sections for regular or small "quick-cook" items; can also be used as deep well cooker or french fryer; new "coffee perk" device converts thrift cooker into oversize percolator to make 25 cups of coffee in 30 min. optional; automatic timers for oven and surface cooking.

RT-1, medium price pushbutton model has a plug-in rotisserie, thrift broiler and optional plug-in french fryer.

Double oven RR-1 has push-button controls, thrift cooker, 3 "Calrod" surface units, warming oven, automatic timer. Except for budget model in white, available in pink, green, brown, blue and yellow.

All 39-in. models automatically bake, barbecue, broil, roast, grill or french fry; have automatic "party size" coffee maker; plug-in meat thermometer with music box that plays "Tenderly" when done; raisable broiler racks; turnover steak grills; fast surface units; glass oven door windows; small appliance outlets. Available in pink, yellow, green, blue or brown at additional cost, except RB-72, RB-71 in white.



**WESTINGHOUSE Air Conditioners**

Westinghouse Electric Corp.,  
Springfield, Mass.

**Models:** Westinghouse air conditioner line includes 19 models in 4 series: 6 Raymond Loewy-designed Streamliners, 6 Supers, 5 Deluxes and 2 casements.

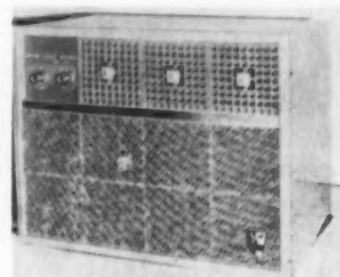
**Selling Features:** Streamliner series includes 7½ amp units 4 with 115-volt circuits and 2 230-volt models; some Streamliner models can be installed in a window where they fit flush inside and out, or through a wall; 4 adjustable no-draft grilles; single dial control and a thermostat.

Features of Super line include true flush mounting, a thermostat as standard equipment; adjustable no-draft grilles to eliminate drafts; full-width cooling and a Fiberglas filter. Supers are available in ½, ¾ and 1-h.p. models in 115, 230 volts and in 7½ and 12 amps.

Deluxe models have all Super features plus a 2-speed fan motor,

8 comfort zone settings and single dial control. They are available in ¾, 1, 1½ and 2-h.p. sizes.

Casement models are equipped with a thermostat as standard equipment, no-draft grilles. They fit casement or double-hung windows and feature a push-button control system with 5 comfort zones.



**EMERSON ELECTRIC Air Conditioners**

Emerson Electric Mfg. Co.,  
8100 Florissant Ave.,  
St. Louis, 21, Mo.

**Models:** Emerson Electric 1957 air conditioner line has been expanded to 16 models in "Tiny Tim," "Veri-Slim," Custom, and Deluxe series.

**Selling Features:** 5 "Tiny Tim" models are 22½ in. wide; designed for windows less than conventional 30 or 34 in. width; 2 "Tiny Tim" Custom models—a ¾ h.p., 115-volt, 7½ amp unit, and a similar unit with higher than 7½ amp capacity have 5,500 and 6,100 Btu capacity respectively; both are 24½ in. deep, 14½ in. high.

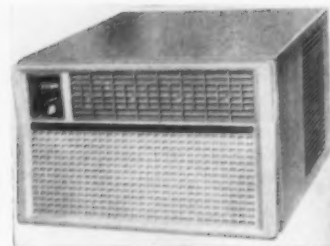
Three Deluxe "Tiny Tims" include a ¾ h.p., 115 volt, 7½ amp unit and a similar unit with higher capacity, also a 1 h.p., 115 volt, 12 amp unit. Ratings are 5,500, 600 and 7,800 Btus respectively.

Three "Veri-Slim" models—a ¾ h.p., 115 volt, 7½ amp., a 1 h.p. 115 volt, and a 1½ h.p., 230 volt unit have 5,400 8,000 and 11,800 Btu ratings; all are 26½ in. wide, 16½ in. deep, 20¾ in. high.

Four other Custom models include a 1 h.p., 115 volt, and a 1 h.p. 230 volt model; a 1½ h.p., 230 volt and a 2 h.p. 230 volt model; 2 additional Deluxe models are featured which include a 1 and 1½ h.p., 230 volt unit.

Casement models include a 1 h.p., 115 volt, and a ¾ h.p. 115 volt, 7½ amp model. They mount flush inside casement windows, allowing window to be closed. The ¾ h.p. unit has 5,600 Btu rating, is 16½ in. wide, 12½ in. deep, and 36½ in. high. The 1 h.p. model has 8,000 Btu capacity, and measures 15½ in. wide, 21½ in. deep and 25½ in. high.

**Prices:** From \$259.95 to \$449.95.



**COOLERATOR Air Conditioners**

Lonergan Mfg. Div.,  
McGraw Electric Co.,  
Albion, Mich.

**Models:** Coolerator 1957 air conditioner line includes 5 Custom conventionals, 4 "Profile" series and 5 "Super" series models.

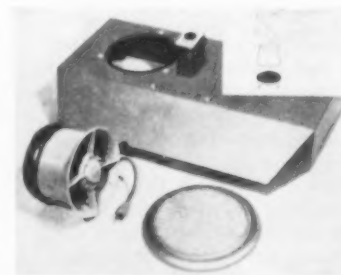
**Selling Features:** Newly engineered and styled Custom conventionals range from a ¾ h.p., 7½ amp., plug-in to full 2 h.p., 230-volt models including a 1-h.p., 115-volt model.

Other features include automatic thermostat control; for fresh air intake or exhaust; 4-way directional discharge grilles; 2-speed; extra health filters; flush or adjustable mounted.

"Profile" series measures only 16½ in. deep for installation anywhere without projection inside or out; suitable also for through-the-wall installation because drawer-type chassis permits servicing without removing cabinet; available in 4 capacities: ¾ h.p., 7½ amps. 115-volt plug-in; 1-h.p., 230-volt; and a 1½-h.p., 230-volt model; automatic thermostat control; double filter air purification, 4-way directional, no-draft grilles; 2-speed operation; hidden control panel.

"Super" series consists of 5 models in ¾ h.p. and 1 h.p. capacities, including a ¾ h.p., 7½ amp. 115 volt plug-in model and a 1 h.p., 115 volt unit; 3 of 5 units have automatic thermostat control.

All models have "Far-Reach" cooling, push-button, 2-speed control; drawer-type chassis.



Trade-Wind Motorfans Inc., Rivera, Calif., announces a new ventilating hood that gives budget houses an efficient ventilating system. Named the Patrician, the complete system includes 4 units: a hood that blends with any decor in 30, 36, 39, 42 and 48 in. lengths in Coppertone or colors; a 300 cfm axial flow ventilator; a 9 in. grille that takes grease from air being exhausted; under-hood light with single light and ventilator switch.



# New Westinghouse VALUE - VAC



only  
\$ **39<sup>95</sup>**

- \* WITH COMPLETE 6-PC. ATTACHMENT SET
- \* PLUS FEATURES FOUND ONLY ON PREMIUM PRICED CLEANERS
- \* BUILT AND FULLY GUARANTEED BY WESTINGHOUSE



The perfect step-up  
to the top-selling  
Westinghouse  
*"Carousel"*  
Cleaner

MODEL SC-2

Here's the greatest cleaner value ever! *Top-selling features* found formerly only on much higher-priced cleaners! Complete with every attachment needed for floor-to-ceiling cleaning! The extra assurance of a full one-year Westinghouse Guarantee! All this at the *lowest retail price in history* . . . with full profit for you! Limited quantities only—first come, first served. So HURRY! Contact your Westinghouse Distributor NOW!

**YOU CAN BE SURE...IF IT'S**

**Westinghouse**





**MAY T**

**MONEY FROM TEMPORARY JOBS  
FOR WOMEN WHO STAY AT HOME**

NOVEMBER 1956 - 350

Never be embarrassed  
again: *Complete.*

Sometimes  
It's Best to



**R**ight here in Good Housekeeping's laboratories, where for years the hotter the water the whiter the wash" has been law, we're now tossing clothes into washers filled with icy cold water. Does this mean that hot water for washing is just another old wives' notion? Far from it. When you're washing grubby, stained play clothes, sheets and towels, it's nothing but hot, sudsy water that gets them clean. But on many items we can get them clean in cold water can work miracles.

Our first enthusiasm for the new treatment began with sweater washing compounds like Woolite, CKC, Wool n' Wash,

Cold water and no-iron fabrics

Now, we can bring on more and more of those wrinkleless blouses, suits, slacks, pleated skirts, polished cottons that can be washed dresses, and even coats that can be washed. For from what we've seen, we think cold water washing will go a long way toward solving the dilemma we're in. And it looks as though there's a bonus. Cold water is easier to make some of the less permanent stains last longer.

Here are some examples! We have two powder-blue cashmere sweaters—one washed by hand in lukewarm suds, the other washed by machine, at the "fine fabric" setting, in cold water with liquid detergent. After five such washings, our hand-washed sweater

We also have two typical "Dacron"-and-cotton blouses, a pair of frilly nylon blouses, and men's shirts in "Dacron"-and-cotton, all washed repeatedly by machine, some in hot water, some in cold water. You'd have no trouble selecting the ones washed in cold water; in most cases they could be worn without any ironing whatsoever. Of course some finishes on materials take on light wrinkles in warm water. Other can go through a warm-water machine washing and look just as good as if they had been ironed. Particularly with those that were dried in a tumbler dryer, dryer eliminates that droopy, line-dried look. Dry fabrics that dry wrinkling are scarce.

[illegible]

What does all this mean to you? Present automatic or spinner washer with cold water. More likely your next automatic wash (so have either a "cold-water wash" setting) far only Maytag offers this) or a cold-water rinse, which will give some, if not all, the time. In the meantime, treat your cold-water benefits. In the meantime, treat your sweaters to one of these cold-water washing compounds we mentioned.

Test: Exact

Reprinted from November 1956 Good Housekeeping Magazine

# ER WASH!

Recommended by Good Housekeeping

**MAYTAG MAKES IT POSSIBLE**

at the push of a button!



**"Even kinder to wool, cashmere, 'Orlon' and the like than tenderest hand squeezing..." says magazine**

Good Housekeeping's sensational test has triggered a new trend in home laundry.

Suddenly, women are looking for the automatic that will deliver a *cold water* wash automatically!

The results of Good Housekeeping's test were made known to millions of women in the article reprinted at left.

These women are turning to Maytag. Why? Because Maytag, after months of collaboration with fabric manufacturers, has it—the combination of two speeds (allowing a slow speed for delicate items)

and the precedent-shattering *cold water wash!*

It is this combination that made possible the astonishing results reported by Good Housekeeping. And only Maytag has it!

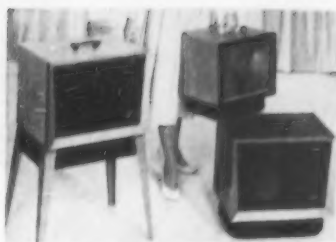
**What a sales story for Maytag Dealers!**

The plain fact is, now no automatic can be considered modern *unless* it offers a cold water wash along with hot or warm. No doubt about it, cold water wash gives Maytag Dealers the hottest sales story in '57! The Maytag Company, Newton, Iowa.



# AG

*All-Fabric*  
**AUTOMATIC WASHER**



**CHICO Evaporative Coolers**

Chico Air Cooler Co.,  
525 Market St.,  
San Francisco 5, Calif

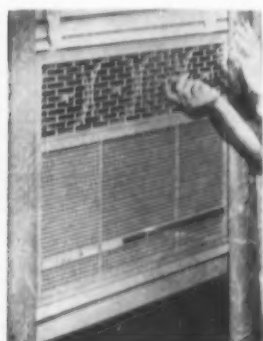
**Models:** Chico air cooler 1957 line features Hi-Vee jet Hexcel aluminum screens that produce a wind tunnel effect that concentrates air flow.

**Selling Features:** Line consists of 4-models: Belvedere and Catalina features the Hexcel Hi-Vee screen; 2-speed motor; Belvedere comes in blond finish cabinet. Catalina in blue-gray finish; both cabinets and stands have 1957 "square look".

Coronado has a screen that provides high volume with moderate air thrust and gentle, wide dispersion of cooled air.

All models of lightweight aluminum construction weighing according to capacity from 9 to 14 lbs.; 1-piece aluminum reservoirs with sprayed interior liner; filter pads of accordion-fold design for maximum cooling and low static pressure protects against dust, pollen, dirt and smog; pump recirculates 24-gal. water an hour, has stainless steel impeller, lifetime lubricated bearings and plastic housing.

**Prices:** From \$29.95 to \$59.95.



**ADMIRAL Air Conditioners**

Admiral Corp.,  
1191 Merchandise Mart,  
Chicago 54, Ill.

**Models:** Admiral 1957 air conditioner line includes 2 Supreme and 4 Imperial models.

**Selling Features:** New slim styling that permits flush with wall installation, 4 directional air louvers, hideaway control panel and a 2-ton window unit capable of cooling an entire average-size ranch type house or up to 1100 sq. ft. are features.

New models also include one and 1½ ton sizes and two 7½ amp, 115 volt ½ ton units.

Cabinets are only 16½ in. deep, finished in gray-beige. All models

## NEW PRODUCTS

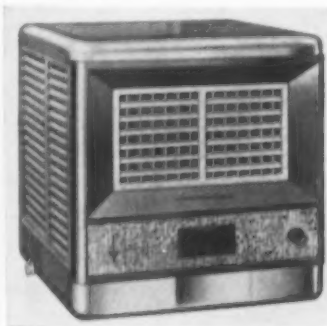
feature built-in dehumidifier, dial-type thermostatic control which automatically maintains desired temperature. 4 Imperial units have pushbutton weather control panel with 6 settings that provide cool air, cool-and-fresh air mix; circulate fresh and exhaust stale, they also automatically operate fresh air and exhaust dampers.

Supreme models feature in place of pushbuttons, a dial-type weather selector providing a choice of settings; 4 directional air louvers may be turned in any direction; hide-away control panel door opens at touch of finger. All models have double outlet permitting plugging in on either side.

Imperial models feature permanent aluminum-mesh, washable filter.

Removable cabinet front and pull out "drawer" type chassis for ease of installation and service.

**Prices:** Supreme, \$249.95 and \$269.95; Imperials from \$289.95 to \$429.95.



**TRAVELAIRE Portable Coolers**

Metalaire Products Co.,  
Phoenix, Arizona

**Models:** 3 low-cost portable evaporative coolers—No. 660, 760 and 1260.

**Selling Features:** No. 660 features a centrifugal blower that draws air through moistened aspen-fiber filter pad to cool air and filter out dust and dirt and pollen; weighs 22 lbs; easy to carry; has tan and brown cabinet with large capacity water reservoir and water-level indicator.

No. 760 is same size and weight as No. 660 with adjustable vertical louvers to direct air flow and a 2-speed motor.

No. 1260, deluxe portable is designed to cool large areas quickly; adjustable horizontal and vertical louvers to direct air flow left or right, up or down; 2-speed motor; window kit for easy placement in double-hung window; a hi-boy roll-easy stand and a low-boy stand also available; 2-tone tan and brown finish; easy-fill, large capacity reservoir plus water level indicator.

**Prices:** No. 660, \$39.95; No. 760, \$49.95; No. 1260, \$79.95; hi-boy stand, \$10.95, low-boy stand, \$4.95.

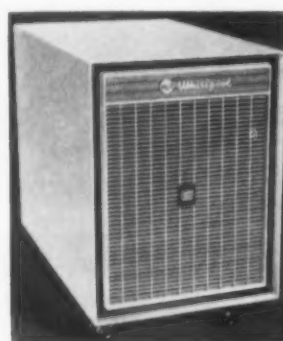


**COOLERATOR Dehumidifiers**

Lonergan Mfg. Div.,  
McGraw Electric Co.,  
Albion, Mich.

**Models:** Coolerator 1957 dehumidifier line includes an automatic Custom model with humidistat.

**Selling Features:** Humidistat turns unit on and off as humidity changes; dial located on top, can be set for any desired degree of dryness; both Super and Custom models have ½ hp capacity compressors, double-banked aluminum condenser coils and 8-in. fans; unit moves on large free-swivel rubber casters; double galvanized water collector container can be connected to drain with standard ¾ in. garden hose fittings; grey baked on enamel finish with gold trim.



**RCA-WHIRLPOOL Dehumidifier**

Whirlpool-Seeger Corp.,  
St. Joseph, Mich.

**Device:** RCA-Whirlpool 1957 mobile dehumidifier, Imperial.

**Selling Features:** Easily moved from room to room on large swivel casters; 9½ qt., easy removable, porcelain enamel water container; mar-proof 2-tone green baked-on enamel with gold perforated metal grill; occupies less than 2 sq. ft. floor space; provides humidity control for closed areas up to 40x30x10 ft.; removes up to 3½ gal. moisture from air in 24 hrs.; for automatic drainage unit may be placed over floor drain; standard garden hose connection permits water to be directed to drain; noiseless, vibration-free, spring-mounted compressor; plugs into any 115-v outlet.

A deluxe model of same dimensions also available.



**AIR KING Fans**

Berns Air King Corp.,  
3050 N. Rockwell St.,  
Chicago 18, Ill.

**Models:** Berns Air King 1957 all purpose fans RTC20, RTP20 and RTP22.

**Selling Features:** All models have 3-speed push button control and automatic thermostat; "Dual-Diffuser" grill to direct air current to floor, ceiling, or sides; retractable handle; all models come complete with side panels for window mounting and are available with swivel stand optional.

RTC20 is manually reversible and delivers 4,000 cfm on high; RTP20 same as RTC20 with electrical reversibility; RTP22 is a 22 inch electrically reversible model that delivers 4,490 cfm on high.

**Prices:** From \$59.95 to \$79.95.



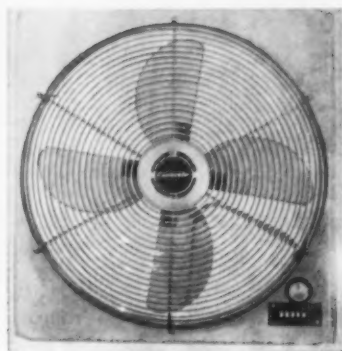
**MARKEL 1957 Fans**

Markel Electric Products, Inc.,  
Buffalo, N. Y.

**Models:** 1957 line includes Direct-Aire No. M2017 R, Thin 8 No. M813T and single 12, M1214F twin 12 1215T and 20 in. fan and caddie combination M2041F, and 3-speed electrically reversible deluxe M2018R.

**Selling Features:** Line includes deluxe and economy models; 3-speed electrically reversible 20-in. deluxe model M2018R features totally-enclosed motor; double ring air diffuser which directs air or diffuses draft-free air; built-in hanging bar that expands to fit windows and is adjustable from 24 to 28½ inches—no panels or bars; automatic thermostat temperature control; automatically turns on in hot weather and off in cool weather; economy line features electric as well as manual reversible models; other features in economy line includes 2-speeds; snap out safety guards; 6-in. deep thin line cases; shaded 6-pole quiet motor; 3-petal blade; 2-tone tan and baked enamel finish.



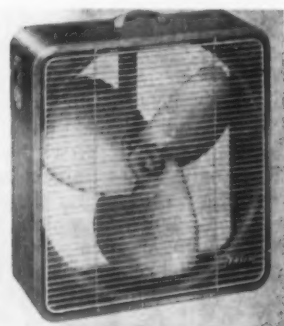


**COOLERATOR Fans**

Lonergan Mfg. Div.,  
McGraw Electric Co.,  
Albion, Mich.

**Models:** Coolerator 1957 window fan line includes 24 and 20 in. sizes.

**Selling Features:** Both sizes feature automatic thermostat that can be set for desired temperature, fan shuts off as room is cooled, turns on when temperature rises; 2-speed, pushbutton operation; electrically reversible for exhaust or ventilate; chrome grilles; fiesta tan and autumn brown enamel finish; can be flush mounted. Also available in 20-in. model without thermostat.



**FASCO 1957 Fans**

Fasco Industries, Inc.,  
Rochester, N. Y.

**Models:** Fasco 1957 fan line includes 3 Slim Line and a Super Deluxe model.

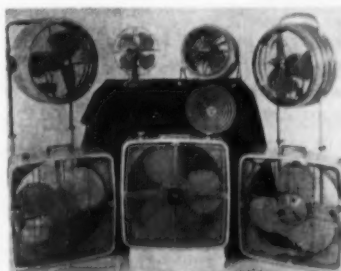
**Selling Features:** Slim Line models consist of a 20-in. portable, electrically reversible 2025; a manually reversible 2020; and a mobile Wheelabreeze 20 No. 2039. Both window models can be used for exhaust or intake of air; a turn of knob converts No. 2025 from intake to exhaust while No. 2020 has to be manually reversed; both have 3 separate speeds—high, medium or low; they can be used anywhere; lightweight design; easy to carry; new snap-in guard mounting permits use of larger grille; mar-proof feet; accessories include adjustable window panel for sash window mounting and adjustable swivel stand for floor use.

Wheelabreeze has same fan head as No. 2020; wheel base features rubber grip handles; fan head swivels through 360 deg. to direct air at any angle; floor stand also adjusts from 30 to 47 in. from center of fan to floor.

## NEW PRODUCTS

Super Deluxe 20 automatic fan No. 2087 features TV eye-level type dial switch knob controls that set air direction, air speed and thermostats; simple thermostatic setting permits adjusting of Comfort Control to individual needs—turns itself on when it's hot and off when cool; electrically reversible; 3 speeds; "Wind Tunnel" venturi cowl construction gives deep-pitched mounted blades more depth; 6-pole Fasco motor; lightweight portable; carrying handle snaps back flat against top of fan when not in use; safety guards of close-set grilles on both side of fan; accessories include adjustable slide window panel for sash window mounting and an adjustable swivel stand for floor use.

**Prices:** No. 2025, \$49.95; No. 2020, \$39.95; No. 2039, \$59.95; Super Deluxe, \$64.95



**WESTINGHOUSE Fans**

Westinghouse Electric Corp.,  
Springfield, Mass.

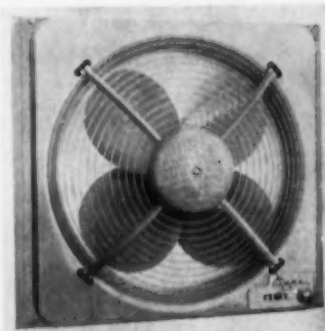
**Models:** Westinghouse 1957 fan line includes 6 all-new models including 3 convertible window models in a 24-model line.

**Selling Features:** Convertible window models in "suitcase" design are suitable for use in windows and can also be used as floor circulators; 2 models have electrically reversible motors for intake and exhaust; the "Custom" model has a thermostat that starts and stops fan automatically according to temperature rise and fall.

Mobilaire unit in 17-in. size makes it possible for all air to move across blades and out window instead of reflecting some back into room off walls and window frames; features air-injector rings to improve fan efficiency; exhausts 4000 cfm.

Riviera models also use air injector rings, comes in 3 sizes with capacities from 1000 to 4500 cfm. Rivieras cool 5-ways; as a table fan, hassock, wall and as an intake or exhaust window fan; all can be tilted 360 degs. Riviera "20" is now made of steel, has 2 snap-in, snap-out grilles.

**Prices:** Convertible window models \$39.95, \$49.95 and \$69.95; deluxe Mobilaire, \$79.95; Riviera "45" top Riviera model, \$64.95.



**CHELSEA 1957 Fans**

Chelsea Fan & Blower Co., Inc.,  
639 South Ave.,  
Plainfield, N. J.

**Models:** Chelsea 1957 line includes newly styled window and portables.

**Selling Features:** All models are 4-speed, electrically reversible. Window line includes 3 models in 16 and 20 in. sizes; the 20-in. sizes include a super deluxe model which has an automatic built-in thermostat that turns fan on when temperature rises and off when it falls; finger-tip push button controls regulate speed and rotation; a deluxe model with capacitor motor is also available.

Portable line includes 2 20-in. models in suitcase design: super deluxe has pilot light which shows when power is on, altho propeller may be stopped by thermostat; finger-tip pushbutton controls and a built-in thermostat. Deluxe model is similar at lower price.

Roll-about stands, floor stands and window panels are available as low-cost accessories for portable models.

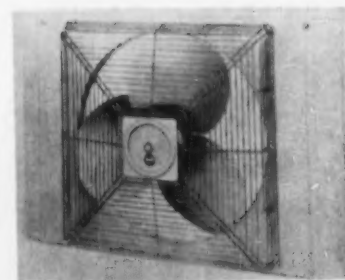


**FASCO Bathroom Ventilator**

Fasco Industries, Inc.,  
Rochester, N. Y.

**Model:** Fasco No. 650 bathroom ventilator.

**Selling Features:** Only 5-in. high, fits inside 6-in. joists without protruding; suitable for remodeling as well as new dwellings; large diam. squirrel cage blower wheel with special housing and entrance venturi gives more air with good pressure characteristics; oversize motor, rubber mounted, gives 100 cfm air delivery; draft-free air intake through 360 degs; easy to clean without disassembling. Also suitable for laundry rooms, storage closets, kitchenettes etc.



**DIEHL Fans**

Diehl Mfg. Co.,  
Somerville, N. J.

**Models:** 3 new window ventilators in Diehl 1957 line includes a 20-in. economy and deluxe model plus a 24-in. high capacity model.

**Selling Features:** All are electrically reversible; have 2-speed, direct drive capacitor motors that eliminate radio and TV interference; 20-in. models are designed to fit any window that measures from 29½ to 37½ in. wide; 20-in. deluxe model has a pilot light that warns when current is on; also features thermostat control.

24-in. model has all 20-in. features except for pilot light and thermostat has 3900 cfm capacity; finished in gray.

**Prices:** \$54.95, \$67.95 and \$96.



**FRIGIDAIRE Water Heaters**

Frigidaire Div.,  
General Motors Corp.,  
Dayton 1, Ohio

**Models:** Frigidaire water heater line for 1957 includes 16 basic models in round and table top units with capacities from 30 to 82 gals.

**Selling Features:** Available in two series—Imperial and Deluxe line; 3 table models and 5 round models comprise both Imperial and Deluxe series; Imperial models feature corrosion-resistant glass-lined storage tank with full-length magnesium rod to divert corrosive elements; Deluxe units feature galvanized storage tank of heavy-gauge hot-dipped galvanized steel; all models equipped with thick fibrous glass insulation and twin-heating elements sealed in seamless copper tubing; units are immersed in water for fast operation and efficient, low-cost electric consumption; 6 models have fast-heating twin 4,500 watt units; drain faucet for easy flushing; operate on 230-volt a.c.

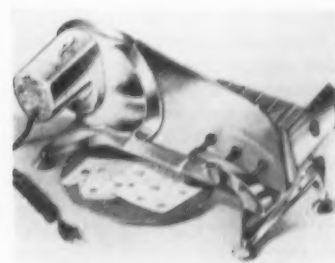


**TOASTWELL Toaster**

The Toastwell Co.,  
620 Tower Grove Ave.,  
St. Louis, Mo.

**Model:** Toastwell's automatic 2-slice toaster No. 157.

**Selling Features:** Silent thermostat control provides for 9 uniform shades of brownness without pre-heating; high toast lift; hinged crumb tray for easy cleaning; black trim; Trichrome finish; permanently attached cord and plug.



**GENERAL Slicer**

The General Slicing Machine Co.,  
Walden, N. Y.

**Model:** General "25" home slicer.

**Selling Features:** Plugs into any outlet; slices meat, cheese, bread, vegetables, fruit or other foods.

**Price:** \$39.95.



**OXYCOIL Deodorizer**

Oxy-Catalyst, Inc.,  
Wayne, Pa.,  
Licensed by Kamkop, Inc.,  
200 Fifth Ave.,  
New York City

**Device:** Oxycoil electric lid converts objectionable smells, smoke and grease from top of range cooking.

**Selling Features:** Consists of electrically heated wire catalyst fitted into the center of a 12-in. diam aluminum lid; catalyst burns without flame the objectionable by-products of cooking; mounted in a stainless steel frame that is temperature and shock resistant; catalyst is a chemical compound containing platinum that burns combustibles in a stream of air at

## NEW PRODUCTS

relatively low temperatures. Placed on top of frying pan or other cooking utensils, the food fumes flow up through grid of catalyst wire in center of lid and are destroyed. lid is 12 in. in diam.; self-cleaning wire element snaps out before washing; 175 watts, 110 volts a.c. or d.c.

**Price:** \$14.95



**WESTINGHOUSE Mixer-Blender**

Westinghouse Electric Corp.,  
Mansfield, O.

**Device:** Westinghouse "Mix-R-Mates" food mixer and drink blender and kit.

**Selling Features:** Functions as a portable and stand mixer, also as a drink blender; kit consists of a Westinghouse portable mixer with 4 accessories—a chrome metal stand, a solid base with turntable, a counter-shaped 2½ qt. mixing bowl and a 12 oz. graduated measuring tumbler.

Blender attachments fits into either of 2 beater sockets for mixing milk shakes etc.; 3-speed—low for blending and folding, medium for batter, and high for fluffy frostings and mixing drinks.

**Price:** \$27.95.



**BERKO Glass Heaters**

Berko Mfg. Co.,  
212-40 Jamaica Ave.,  
Queens Village 28, N. Y.

**Device:** A 1250 watt glass panel heater No. SPT-240 has been added to line.

**Selling Features:** Designed for use in basements, porches, attics, offices, factories; provides greater heat output, safety, ease of operation and economy of installation; compact, extends only 3 in., can be installed anywhere without disturbing room decor; built-in deflector

at top keeps metal frame cool to touch; Pyrex heating element; available with or without built-in snap action thermostat; finished in heat resistant grey metallic with chrome plated guard; panel measures approximately 23 in. long x 19 in. high.



**AMERICAN-STANDARD Disposer**

American-Standard Plumbing and Heating Div.,  
40 W. 40th St.,  
New York 18, N. Y.

**Device:** American-Standard food waste disposer.

**Selling Features:** Features vibrationless, continuous-feed operation and compact design; adaptable to modernization jobs; measures only 10½ in. high, 7½ in. diam.; weighs less than 25 lbs.; can be fitted to any type sink with standard 3½ in. strainer fitting and 1½-in. drain, including cast iron sinks, enameled steel sinks and stainless steel. Self-cleaning fingers depress at mouth of disposer when it is turned on, acting with water to form a splash and soundproof "swirl pool curtain." Internal baffles slow down rotation of food wastes minimizing vibration; sealed ¼ h.p. motor; high quality starting condenser.



**WESTINGHOUSE Mixer-Sharpener-Juicer**

Westinghouse Electric Corp.,  
Mansfield, O.

**Device:** Westinghouse combination mixer-knife-sharpener-juicer.

**Selling Features:** Mixer has 20 speed settings on Mix-Dial at handle base; mixer can be removed from stand and used as a portable; beaters are released at touch of pop-out ejectors; 2 mixing bowls

of Pyrex—a 3½ qt., and a 1½ qt. size, both rotate automatically during mixing. Meat and vegetable grinder are optional as an accessory.

Both knife sharpener and juicer attachments fit into a power socket atop mixer and operate independently of beaters; sharpener whirls a spring-tensioned free-floating grinding wheel at high speed; the wheel creates a slight wave on knife blade, giving it a better-cutting, longer-lasting edge.

Juicer has 3 parts—reamer, strainer and graduated 24 oz. pitcher type bowl.

**Price:** 59.95 including juicer and knife sharpener.



**WESTINGHOUSE Sunlamp**

Westinghouse Electric Corp.,  
Lamp Div.,  
Bloomfield, N. J.

**Device:** New type sunlamp, RS.

**Selling Features:** Starts to tan in less than minute after being switched on; combines infrared rays for warmth, white light for pleasing appearance and ultraviolet for health; filament has been positioned closer to optical center of lamp, increasing infrared and warm white light projected in beam spot.

**CARRIER Heat Pump**

Carrier Corp.,  
Syracuse 1, N. Y.

**Device:** Carrier packaged heat pump Weathermaker for year-round residential and commercial air conditioning.

**Selling Features:** "A heat pump is an air conditioner which uses refrigeration to provide winter heating as well as summer cooling. A refrigerating system operates on the principle of taking heat from one medium and releasing it at higher temperature to another. Heat pump can be 'turned around' to extract heat from outside, discharge it into a building in winter or draw heat from building and discharge it outside in summer."

Carrier's new packaged 5 h.p. unit employs outdoor air as source of heat and is divided into two units; the indoor unit is little larger than a room air conditioner; requires no space inside a home, can be installed in an attic, basement or top of closet; uses a new "Climate-Balance" principle for greater efficiency over whole range of normal heating and cooling operations.



Revolutionary  
new ideas  
always come from  
Vornado



The greatest sales opportunity  
since room air conditioning!

The Amazing **Vornado**<sup>®</sup>  
automobile air conditioner

*designed for you with*  
**FULL PROFIT**

- ☆ NO MAJOR COMPETITION
- ☆ MASS MARKET APPEAL
- ☆ NO INSTALLATION, SERVICE  
OR WARRANTY HEADACHES
- ☆ VORNADO'S SELECTED  
DEALER FRANCHISE

**The Most Beautiful...the  
Most Saleable Automobile  
Air Conditioner ever Designed!**

*check these features*

- ☆ INSTANT COOLING ACTION
- ☆ FULL CAR CIRCULATION
- ☆ COMPLETELY AUTOMATIC CONTROL
- ☆ NO DUST...NO DIRT...NO WIND WHISTLE
- ☆ TRANSFERABLE
- ☆ DEPENDABLE NATIONWIDE SERVICE

**Call Your VORNADO Distributor Today!**

See his full line of Vornado cooling appliances and learn  
about the tremendous promotions for Vornado dealers.

This is just the first of

six pages of sensational new VORNADO comfort cooling appliances...



**Get in on the Ground Floor!**

Be **FIRST**  
to handle the **ONLY**  
**AUTOMOBILE**  
**AIR CONDITIONER**  
designed for packaged  
"carry-out" sale!

**Dealers everywhere are signing up fast...  
sales potentials are unlimited...  
sign up NOW!**

**ALL YOU HAVE TO DO IS SELL!**



# Vornado®

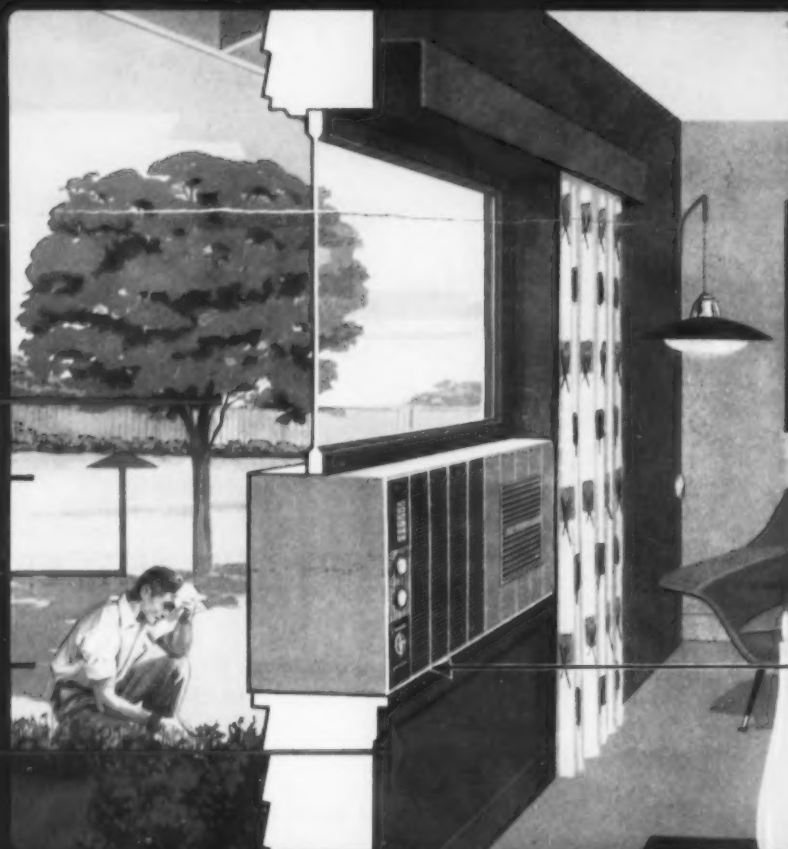
## low...thin...and

**just 16" low...  
only 16" thin!**

doesn't stick out! ←

doesn't stick up! —

doesn't stick in! —

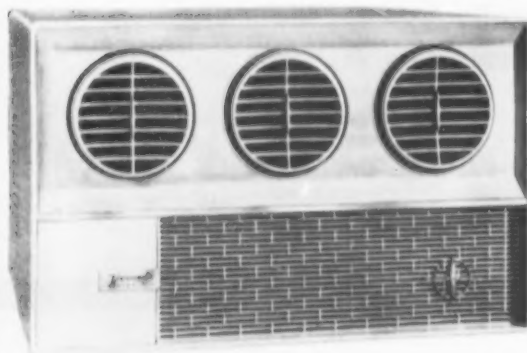


**A complete selection of TWIN-THIN and Deluxe**

**BEST MULTI-ROOM COOLING EVER BUILT!**

**Vornado CUSTOM "200"**

Powerful 2 H.P. unit... *MORE* to offer than any other!

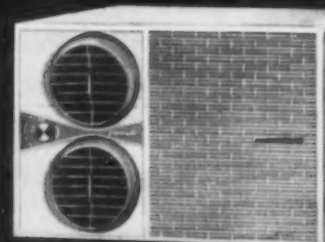


- \* Mounts flush in the window... or mounts in the transom
- \* 18 automatic comfort settings
- \* Fresh-Exhaust Air
- \* 3-speed fan blower
- \* Two filters
- \* High velocity air movement
- \* Exclusive Vornado circulators

**A Vornado DE-LUXE  
FITS THE BILL!**

**½ • ¾ • 1 • 1½ H.P.  
7½ AMP. (¾ H.P.)  
12 AMP. (1 H.P.) • 115 V**

- \* Triple-Power cooling
- \* Automatic thermostat
- \* Single unit control
- \* Exhaust air
- \* Decor-blend styling
- \* Platform mounting for quick installation and service



**And Exclusive Vornado Air Circulators  
for 20% greater cooling effect!**

# TWIN-THIN

## powerful!

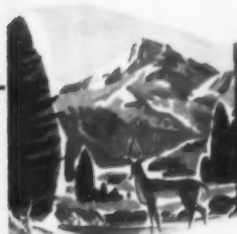


### MORE FEATURES!

- 18 automatic comfort settings
- Choice of 115V, 230V, 208V operation
- New all directional air diffuser
  - Two air filters
- Fresh and exhaust air

**AND REVOLUTIONARY NEW DUO-FLOW  
COOLING PROCESS THAT SETS NEW  
PERFORMANCE RECORDS!**

**NEVER BEFORE SO MUCH POWER  
IN SUCH A COMPACT UNIT!**



### NEW! MAGIC FRESHENER

Not just a deodorant—it  
actually chemically purifies  
... sweetly freshens the air!

**A VORNADO  
EXCLUSIVE!**

### MORE WAYS TO USE IT!



- Fits flush in  
the upper sash



- Permanently  
mounts  
thru-the-wall



- Portable...  
rolls from  
room to room



- "Swing-about"  
mount for  
hotels,  
apartments  
and offices

**Models in regular and LOW AMP currents!**

And to wrap it up... **THE MOST SENSATIONAL TRIPS IN ROOM AIR CONDITIONING HISTORY!**

GO WHERE YOU WANT TO GO

Do what you want to do!

See what you want to see!

ON **Vornado's**

**TRIPLE-TRIP**

**VACATION JAMBOREE!**

SEE YOUR VORNADO DISTRIBUTOR!



European  
Grand Tour  
**SEE ROME  
MADRID  
GAY PAREE!**



Caribbean  
Circle  
**SEE MIAMI  
HAVANA  
NASSAU!**



American  
Holiday  
**SEE THE STATES!**



The only fan in the world that Filters ...  
Purifies and Circulates the air!

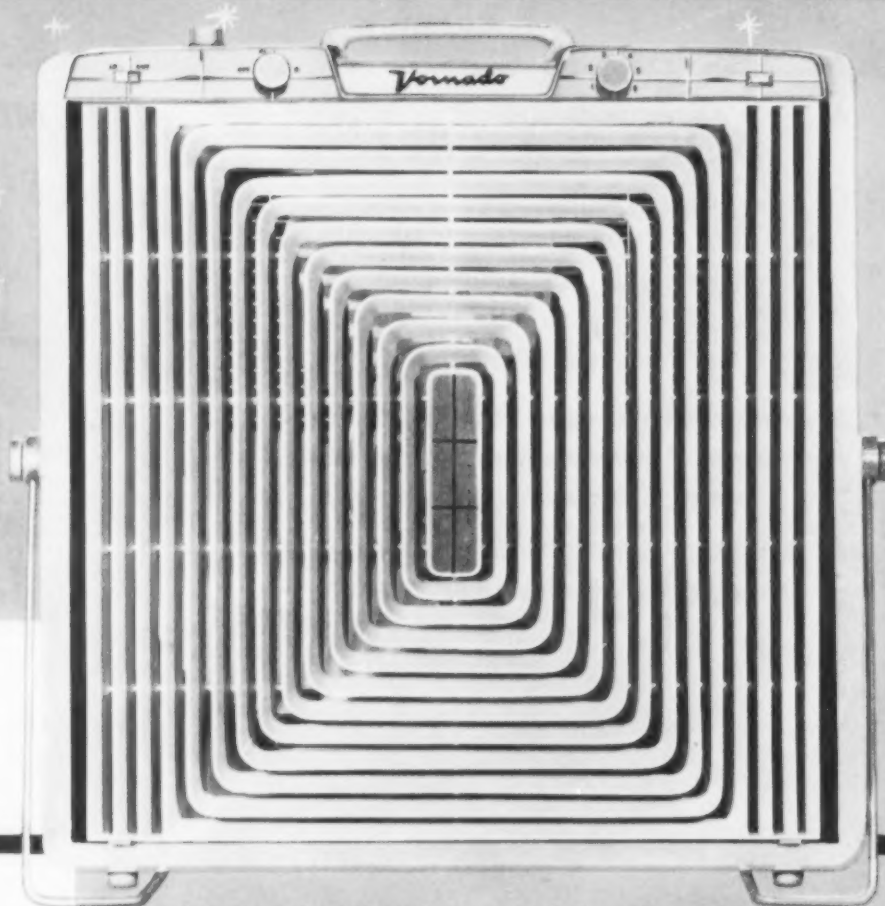


THE AMAZING NEW  
**Vornado**  
*Golden Sierra*

**COMFORT  
CONDITIONER**

*Vornado*  
exclusive  
**7 SILENT SENTINELS**

- 1 Air conditioner type filter
- 2 Chemical air purifier
- 3 Automatic thermostat control
- 4 Electrically reversible
- 5 Automatic Timer
- 6 Aerodynamically-designed grille
- 7 Power beacon light



**Loves to Cool...and Looks It!**

Model 20AS

**A SALESMAN'S DREAM**

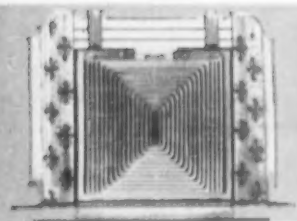
*It's more than a Fan!*

*It's a new concept in cooling...with*

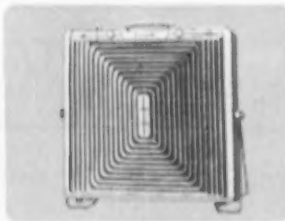
**MORE FEATURES TO SELL**

**THAN YOU EVER THOUGHT POSSIBLE!**

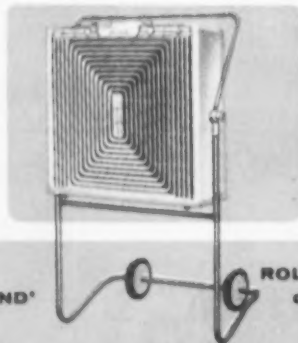
*More ways to use it...Anywhere!*



IN THE WINDOW  
with PANELS



ON THE FLOOR with  
"TRI-PLEX" FLOOR STAND



ROLL IT FROM ROOM TO ROOM  
on WHEEL-ABOUT STAND

**Vornado**

**COMPLETE FAN LINE**

*Carries*

**A FULL 5-YEAR WARRANTY**

**Seven Sierra Models - 16 and 20 inch sizes**



# Here it is!

*the AIR CIRCULATOR that moves more air*

THE  
**Vornado<sup>®</sup>**  
Supreme

Always the unquestioned  
performance leader in the industry!

**NOW...  
EVEN BETTER THAN EVER!**

A quick, simple demonstration always proves its  
superiority to every customer! Built-in quality  
makes it easier to sell!

**Actually moves more air...**

**3 TIMES FARTHER!  
3 TIMES FASTER!**

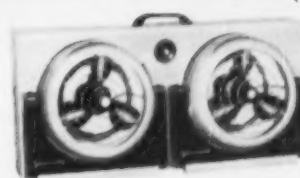


*Revolutionary New Ideas always come from Vornado!*

'Controlled Energy'  
**ACTION**

- PLUS
- \* NEW! Porta-Tilt Handle
  - \* NEW! Safety-Guard Grille
  - \* NEW! Non-Tip Base
  - \* NEW! Duo-Tone Colors

**VORNADO AIR CIRCULATORS** a performance leader at every price... a price leader for every purse!



Turn this Page...and SEE WHAT YOU CAN WIN IN

**VORNADO'S FABULOUS "DOUGH FOR DEALERS DEAL"...**

**ATTENTION**

**FAN**

**DEALERS!**

*Anyone can get in on the*

**biggest, most fabulous**

**fan deal ever**

**Vornado's Colossal**

**\$175,000<sup>00</sup>**

**"DOUGH FOR DEALERS" DEAL!**

**Closes March 31...Act Now!**



**\$5000<sup>00</sup> Cash First Award!**

**38 FREE 1957 FORDS!**

**\$32,000<sup>00</sup> in Government Bonds!**

**PLUS MANY OTHER AWARDS**

The Earlier You Start—  
The greater YOUR Chances!  
Every Vornado Fan Dealer  
—New or Old—Is Eligible!  
GET ALL THE DOPE  
FROM "OL' MAN  
DOPESTER" HIMSELF—  
Your Vornado Distributor!

**DEAL YOURSELF IN TODAY! SEE YOUR VORNADO DISTRIBUTOR!**

**DEALERS IN THE KNOW**

**go!** WITH **Vornado**

Products of

**THE O.A. SUTTON  
CORPORATION, INC.  
Wichita, Kansas**

*"World's Leading Full Line Manufacturer  
of Comfort Cooling Appliances"*

Distributed in Canada by Alliance  
Motors, Schell Avenue, Toronto 10



**EVERSHARP Mower**

Midwest Mower Corp.,  
4927 Delmar Blvd.,  
St. Louis 8, Mo.

**Models:** An 18-in. Eversharp rotary mower, Model 4100A, and a 21-in. rotary, Model 495.

**Selling Features:** 18-in. Eversharp rotary has 2-hp, 2-cycle Clinton engine, rope starter and single discharge; 21-in. model has 2½-hp Clinton or Lauson engine, recoil starter and double discharge; both feature all-steel housings, safety-type clutches, reversible steel cutting blades with four sharpened edges; cutting height is adjustable.

**Prices:** Model 4100A, \$55; Model 495, \$75.



**ELECTRO-BRUSH**

Prefabrications Inc.,  
45-30 37th St.,  
Long Island City, 1, N. Y.

**Device:** Portable power tool "Electro-Brush".

**Selling Features:** Suitable for butchers, carpenters, hobbyists; also used as a wood degreaser.

**Price:** \$59.95



**HOMKO 1957 Mowers**

Western Tool & Stamping Co.,  
2725 Second Ave.,  
Des Moines, 13, Iowa

**Models:** 1957 line of Homko and Certified power mower lines feature a 3-piece power mower blade with swing-away ends, called Flexor.

**Selling Features:** Each line includes 17 mowers with a size and type for

## NEW PRODUCTS

every mowing job and includes a self-propelled, 22-in. rotary mower with 2-speed transmission and a high gear for level mowing and a low gear for uphill mowing; a 9-in. gas powered Edger-trimmer; and a 5-in. electric trimmer that converts to an edger; a self-propelled lawn sweeper with power-driven brush.

The 3-piece blade allows the mower to strike hard objects on a lawn without damaging drive shaft or stalling motor.

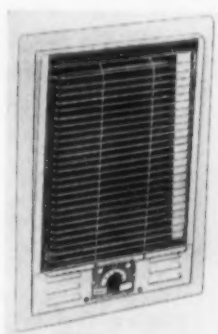


**JACOBSEN Mower**

Jacobsen Mfg. Co.,  
Racine, Wis.

**Device:** Improved 21-in. SPC rotary mower No. 33C.

**Selling Features:** 2-tone color styling, streamlined designs; 3 h.p. Jacobsen Hi-Torque engine with recoil starter; multi-speed transmission, leaf mulcher attachment and recessed wheels for close trim.

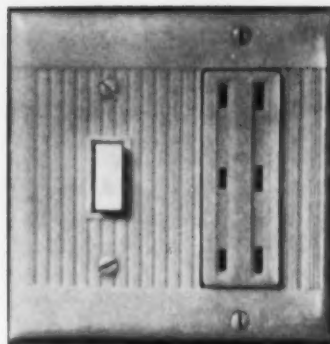


**BERKO Heaters**

Merko Electric Mfg. Corp.,  
212-40 Jamaica Ave.,  
Queens Village 28, N. Y.

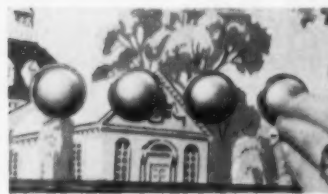
**Model:** Berko glass radiant heater models for bathrooms, dressing rooms, small dens, ticket booths.

**Selling Features:** New 750-watt unit with recessed type mounting that permits simple installation; new panel has built-in snap action thermostat that will not cause TV interference; ratings are 750-watts, 2,560 btu, 120 volts 6.25 amps model RBT120; 240-volts, RBT-240; panel measures are approximately 13x17x5 inches. Series includes panels ranging up to 2,000 and 3,000-watts.

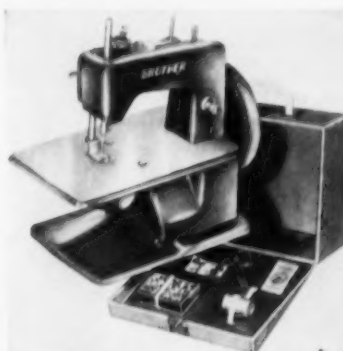


A new tap-acting switch that can be used with conventional wall plates has been added to Minneapolis-Honeywell Regulator Co. line known as "Tap-Lite". These switches are designed for larger residential installations; can be operated by a fingertip tap and features Micro Switch action, sealed contacts and spring loaded terminal connections. Single pole, \$1.65; 3-way types, \$2.15.

A 4-button clean plexiglas deco-



rator wall plate, recently introduced by M-H for use with conventional (round button) Tap Lite switches. Matching colored inserts or wall-paper inserts, shown, harmonize the switch with interior decorating schemes. Plate is flush-mounted and features screwless, snap-on installation. \$1.80.

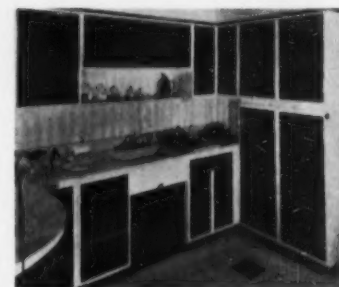


Brothers International, makers of the Brothers electric sewing machine announces a small, battery-driven model that works automatically at touch of switch; gives same full chain stitch as big electric models.

Disney Products Inc., 320 S. Franklin St., Chicago 6, Ill., announces a knife sharpener attach-



ment designed to fit all popular makes of standard mixers. It consists of a round polystyrene case in white and coppertone mounted on a nickel cadmium plated steel shaft, which is inserted in the drive shaft opening of a standard mixer. When knife is drawn through slot both sides of blade are sharpened at same time. Price \$3.95



Two new Beautycraft kitchen lines made their debut recently: the Pacesetter line which features sliding doors, pedestal legs; 2-tone effects and contemporary cabinet styling. The Embassy line, a luxury version of the all-steel Beautycraft Curv-Line kitchen has ½ in. thick decorator panels on doors and drawers in contrasting color. Miller Metal Products Inc., Baltimore, Md.

New kitchen range hoods introduced by Broan Mfg. Co., Hartford, Wis., come with any of 4 companion fan systems—blower or fan type to exhaust cooking vapors. The hoods feature a rounded corner that eliminates hazards of exposed sharp edges; a control panel located in front within easy reach; 5-actuating push-buttons marked high, low and off, for fan or blower speeds and 2 buttons to operate concealed counter lights. Hoods come in 2 types—a modern design in stainless, coppertone or white enamel finish, and a hood with scalloped border in coppertone; all are available in 5 standard sizes.

A new line of "Futura" aluminum-clad, stainless steel cookware with permanently-bonded triple weight aluminum bottoms to prevent hotspots and erratic heat patterns is announced by West-Bend Aluminum Co. Heat resistant handles, easy-grip cover knobs are other features. Futura sets include a 1 qt. covered saucepan, 2 and 3 qt. covered saucepans, 2 qt. casserole inset and baking pan; 5 qt. Dutch oven, 10½ in. chicken fryer plus recipe book. \$44.95 for set.



Why handle a "look-alike" . . .  
when there's the real thing  
for easy sales—

**UNIVERSAL** *Coffeematic*

*America's*

**NUMBER**

**1st** in public acceptance

With over fifteen million now sold, there is no doubt that the American public prefers the Universal Coffeematic over all others. Year after year, more people who want the finest in coffeemaking choose America's number one coffeemaker over all others. Sell the one they want!

**1st** in features

Pioneer in automatic coffeemaking, Universal Coffeematic offers the finest, fastest, most convenient models on the market. Every Coffeematic is made of solid copper, chrome plated for lifetime service. Its accurate Flavor-Selector gives *exactly* the strength coffee you want. The Heat Sentinel keeps coffee at perfect serving temperature . . . the Redi-Lite tells you it's ready. And Coffeematic's beauty of design has *always* been the standard others try to copy. Stock the *original*!

**COFFEEMAKER**

**1st** in advertising

No other single product in the housewares field gets the advertising support that is given to Universal Coffeematic. Twenty-four national magazines cover every corner of your market . . . regularly scheduled local newspaper ads point up a continuous round of promotions for every period of the year. Wherever they look, your customers are being sold Coffeematic. Make your sales easy by stocking the leader.

**1st** in full line selection

Only the Universal Coffeematic gives you a full line of models to meet every demand for size or for price preference. Satisfy every customer with the brand she's already sold on—the Universal Coffeematic. Don't lose a sale by trying to resell her on some other make with fewer features, less value. There's a Universal Coffeematic in chrome or in copper, in ten-cup or eight-cup sizes, and a chrome or copper five-cup automatic for the small family.



10-cup Copper Coffeematic  
\$32.95



10-cup Chrome Coffeematic  
\$29.95



8-cup Chrome Coffeematic  
\$26.95



5-cup Chrome Automatic  
\$19.95



5-cup Copper Automatic  
\$19.95

**STOCK THE FULL LINE AND YOU'LL MAKE EVERY SALE!**

**SELL MORE IN '57...  
GO UNIVERSAL!**

**UNIVERSAL**  
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



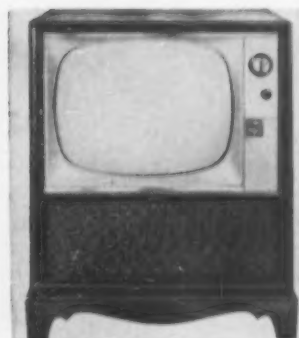
#### OLYMPIC Portable TV

Olympic Radio and Television,  
Long Island City, N. Y.

**Model:** Deluxe 17 inch portable set No. 17 TU 89.

**Selling Features:** Illuminized picture; new tetrode tuner; deluxe hideaway antenna on rotatable swivel socket; 41 mc chassis; heavy duty speaker for improved sound output; convenient carrying handle; leatherette covered cabinet in 2-tone combinations; available in vhf and uhf-vhf. available in blue and ivory or in red and ivory.

**Prices:** \$139.95 for vhf model.



#### DU MONT TV Sets

Allen B. DuMont Laboratories, Inc.,  
750 Bloomfield Ave.,  
Clifton, N. J.

**Models:** DuMont sets, Westerly, Bradford, Banbury and Belvidere.

**Selling Features:** Westerly, a 24-in., open face console has twin screen aluminized picture tube that gives 332 sq. in. viewing; 2 matched speakers: a 3½ and an 8-in.; all-wood cabinet; metal paneling; noise rejector circuitry provides life protector chassis; local-distant stabilizer; plus-power drive; oversize components and a 400 mc amplifier; new Sensomatic tuner has customized all-channel alignment.

Bradford, 21-in. open-face console has Sensomatic tuner-wafer-turret cascade type with separate oscillator adjustments for each channel; chassis shielded against outside interference, includes 40 mc amplifier; Du Monitor control; automatic focus; oversize components. Tonal balance between 8-in. speaker, cabinet and chassis give good sound quality; mahogany or limed oak finish.

Banbury, spinet and Belvidere

## NEW PRODUCTS . . . . . Television and Radio

low-boy table model features Palomar chassis; Sensomatic tuner; twin screen aluminized picture tube; noise rejector circuitry; 40 mc amplifier; Cu Monitor control for extra gain, local-distance switch; UHF plug-in tuner permits rapid conversion of VHF to UNH/VHF; each set has 25 tube functions. Banbury has 6 in. front directional-elliptical speaker; available with table base, coffee table or step table, removable metal tipped legs are standard. Belvidere has two 6-in. elliptical speakers facing forward. Both available in mahogany or limed oak grain finish.

**Prices:** Westerly, \$399.95; Bradford, \$259.95; Banbury, \$229.95; Belvidere \$269.95.



#### WESTINGHOUSE 1957 TV Sets

Westinghouse Electric Corp.,  
TV and Radio Div.,  
Metuchen, N. J.

**Models:** Westinghouse 1957 "Short Line" TV line includes 8 basic new models in 2 finishes and include three 21-in. table models and five 21-in. consoles.

**Selling Features:** Broad band performance, in which an extra wide band amplifier picks up and reproduces all transmitted picture, and push-bar power tuning, which makes it possible to automatically bring in desired program are top features of new line.

A chairside remote control easy to adapt by plug-in arrangement, requiring no soldering is also featured as a low-cost accessory. It changes channels, fine tunes picture and offers continuously variable volume adjustment. Push-button "on-off" control on all new models operates independently of volume, requiring no sound adjustment each time set is turned on.

All models have Silver Safeguard chassis with 90 deg. aluminized picture tube; 80% printed wiring in chassis; 18.5 kc picture power; super-power cascade tuner; fast-

keyed automatic gain control; "Slim Trim" styling.

A full line of matching swivel and platform bases available.

Also included in line is recently introduced 14 in. portable, and a 17-in. portable both designed by Raymond Loewy. Rounding out line are the series of 24-in. sets: Monroe, and Pierce, table models; Tyler, Van Buren and Washington, consoles.

**Prices:** From \$179.95 for Belmont 21K180 table model to \$319.95 for Beverly console.



#### ZENITH TV Sets

Zenith Radio Corp.,  
6001 W. Dickens Ave.,  
Chicago 39, Ill.

**Models:** 22 new TV receivers ranging from 17-in. "carry about" to a series of big-screen table, lo-boys and upright consoles.

**Selling Features:** Portable carry abouts have a 149 sq. in. rectangular viewing area, have 14,500 volts picture power; give top performance in fringe and difficult signal areas, and include Stroller, Skipper and Rambler in copper mist or 2-tone gray and white; and white and metallic bronze respectively.

Table models with horizontal chassis, triple speaker sound system, new push-push volume and on/off control.

Lo-boy TV-hi-fi phono combinations and a group of console-style sets mounted on a low, built-in swivel base allows the set to turn easily so screen directly faces audience; each of these is a 21-in. set with 262 sq. in. rectangular viewing area.

20 Space-Command sets in line use "silent sound" to activate and control from across the room. A 4-button Space-Commander, small enough to hold in hand, transmits command to set and the receiver responds instantly—it turns the set on and off, changes channels in both directions, turns off sound when commercials are annoying and restores sound at touch of button.

**Price:** From \$129.95 to \$575.



#### DuMONT Transistor Radio

Allen B. DuMont Laboratories, Inc.,  
750 Bloomfield Ave.,  
Clifton, N. J.

**Model:** Du Mont transistor portable radio.

**Selling Features:** Contains 6 transistors and 2 germanium diodes; contains 6 "C type" flashlight batteries give minimum of 300 hours service; heavy duty permanent magnet Alnico V speaker; built-in Ferrite antenna; easy access snap-open back and double-duty leather carrying strap for off-the-shoulder use; tan finished saddle tan leather finish.

**Price:** \$89.95



#### DE WALT Transistor Radio

De Wald Radio Mfg. Corp.,  
35-15 37th Ave.,  
Long Island City 1, N. Y.

**Model:** De Wald 5-way transistor "Radio-Mate" radio No. L-546.

**Selling Features:** High powered pocket portable; earphone accessory transforms it into personal set; converts into hearing aid utilizing the same earphone; a remote speaker converts it automatically into an intercom baby sitter etc; plug-in speaker can also be used for added radio volume; uses extra-long-life low cost single battery.

#### G-E Transistor Radio

General Electric Co.,  
Housewares & Radio Receiver Div.,  
Bridgeport, Conn.

**Device:** G-E transistor radio No. P-720.

**Selling Features:** All leather cabinet of saddle-stitched top grain cowhide; 6 transistors; a ferrite rod antenna; G-E Dynapower speaker with aluminum voice coil for resistance to moisture and humidity; radio operates 1200 intermittent hours on one complement of mercury batteries or 400 intermittent hours on carbon flashlight cells; weighs 4½ lbs.; batteries included; an earphone may be plugged into back of set for private listening; P-720 in ginger leather; P-721 in suntan leather.

**Price:** \$59.95.





"Our appliance sales jumped 50% in 4 months! We're **HOTPOINT CUSTOM-KITCHEN SPECIALISTS FROM NOW ON!**"



"The Hotpoint Package gives unbeatable advantages over competition!"



"Our sales increased 40%! This is only the beginning of a **BIG BUSINESS!**"



"We're doubling our modernization profits with Hotpoint!"



"With Hotpoint, our sales jumped \$100,000 in '56—and it'll be \$200,000 in 1957!"

## monthly sales average **\$10,000 INCREASE** for these 5 dealers as **Hotpoint** CUSTOM-KITCHEN SPECIALISTS!

### HERE'S THEIR 4-MONTH SALES RECORD...

**621 HOTPOINT APPLIANCES 188 COMPLETE KITCHENS \$200,000 SALES**

These are the highlights of the sensational "The Connecticut Story"—the documented story with names, facts, and figures—about the profit possibilities awaiting you as a Hotpoint Custom-Kitchen Specialist! **Here's your big chance for maximum profits from the kitchen modernization boom!** Fill out the coupon for your "Connecticut Story"—and phone your Hotpoint Distributor today!

#### Only Hotpoint offers this complete package!

**1. Nationally-respected appliances** . . . unequalled in acceptance, quality, variety.

**2. Appliance prices** . . . that enable you to meet any competition!

**3. Profitable arrangements** . . . with cabinet and accessory manufacturers . . . arranged by your Hotpoint Distributor!

**4. Sub-contractor arrangements** . . . also arranged by your Distributor.

**5. Kitchen Planning Service** . . . to make you an outstanding modernization authority.

**6. Powerful merchandising and advertising materials** . . . to bring you prospects.

**7. Versatile finance plans** . . . for you and your customers.



*look to Hotpoint for the finest...first!*

RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS • DISPOSALS

WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE • TELEVISION

**HOTPOINT CO.** (A Division of General Electric Company) **Chicago 44**

**Hotpoint Co.,** Builder Full Line Division  
5600 West Taylor Street, Chicago 44, Illinois

Dear Sir:

Please send me a copy of "The Connecticut Story."

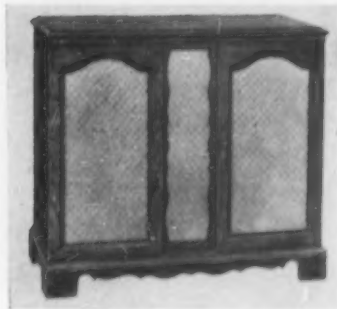
Your Name \_\_\_\_\_

Your Company's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## NEW PRODUCTS ..... Radio, Phonos



**MAGNAVOX Hi-Fi Phono**

The Magnavox Co.,  
Fort Wayne 2, Ind.

**Model:** Brittany No. 284C hi-fi phono.

**Selling Features:** Available in solid cherry wood; features include a dual-channel, 25-watt hi-fi amplifier with dual push-pull output and dual output transformers; crossover network ahead of amplifier channels reduces intermodulation and harmonic distortion; 4 hi-fi speakers are used comprising a 15-in. a 12-inch with 24-oz. magnets plus 2 wide-angle hi-fi horns. New AM-FM tuner; Imperial 4-speed record changer permits intermixing various sized records of same speed and also provides manual operation if desired; diamond stylus equipped "Magnafonic" pickup exerts less than 1/4 oz. tracking pressure; controls include wide range treble, bass and loudness, a phono compensation switch; an AM-FM phono selector switch; separate 10-watt amplifier.

**Price:** \$595.



**ARVIN Radio Line**

Arvin Industries, Inc.,  
Columbus, Ind.

**Models:** Arvin line includes 3 transistor models and 11 other models.

**Selling Features:** No. 9577P 6-transistor pocket portable measures 6 1/2 x 3 1/2 x 1 1/4 inches; unbreakable cabinet; set comes with belt or pocket clip in back which doubles as easel stand; equipped with distance-extending Magnetenna; available in ebony, pink or bone white with gold trim; earphone accessory available extra.

No. 9574P, all-transistor portable has 6 transistors plus germanium diode power detector; features



Arvinyl-on-aluminum case; 5-in. speaker; planetary drive for precision tuning; printed circuits; AVC and long-range Magnetenna; available in off-white or tan.

No. 9562P, 7-transistor model operates 600 hrs. on a set of batteries; has flip switch dial, folding handle to permit use as portable or table; luggage type cabinet in tan or dark brown alligator.

11 other models includes 2 portables of 3-way type; three clock radios; 3 table sets; 2 twin-speaker sets and an FM/AM 8-tube model.

**Prices:** No. 9577P, \$55.95 No. 9574P, \$69.95; No. 9562P, \$79.95.



**MASCO Intercom**

Mark Simpson Mfg. Co., Inc.,  
28-49th St.,  
Long Island City, N. Y.

**Device:** Masco multi-talk intercom system provides communication between rooms as well as between master and remote stations.

**Selling Features:** Homemaker can hear one or all other room stations and the master station in any other room of the house; music can also be distributed to selected points in the system by plugging in any radio, phono, recorder or record changer; a flush-mount radio or portable radio can be installed as additional equipment if desired; finished in gold, copper or stainless steel.

### BRIEFS

The Rye Sound Corp., makers of earsets, transformers, etc., at 21 Rye Rd., Rye, N. Y., announces a new line of earsets for transistor radios. Designed to fit each important make transistor radio on the market, this special earset with hearing-aid-quality magnetic receiver, plastic earloop, cord and molded jack retails for \$6.95.

# ONLY PHILCO DEALERS HAVE IT

The big money-maker in air conditioning this year will be the new Philco Ionitron—just one model in Philco's short line of only seven models that fit any installation. Read the whole story . . . and you'll see why it's smart for you, too, to be a Philco dealer!



Most important (and salable) advance in the  
history of air conditioning...the new

# PHILCO IONITRON\*

## Air Conditioner

\*Trademark Philco Corporation

Result of 4 years' intensive medical and engineering research.  
Enriches the air with nature's health-giving negative ions.  
Rids homes of smoke, dust, pollen and odors!

Philco Corporation takes great pride in announcing an important break-through in man's search to create ideal air in which to live. A new dimension has been added to the science of air conditioning...ionization. And medical science is fast proving that ionization of the air is as important to your year-round comfort and well-being as the control of air temperature and humidity.

Today, no air conditioner can be considered complete without ionization control...and you'll find it only in the '57 Philco!

"Ions for health"...an important and far-reaching discovery

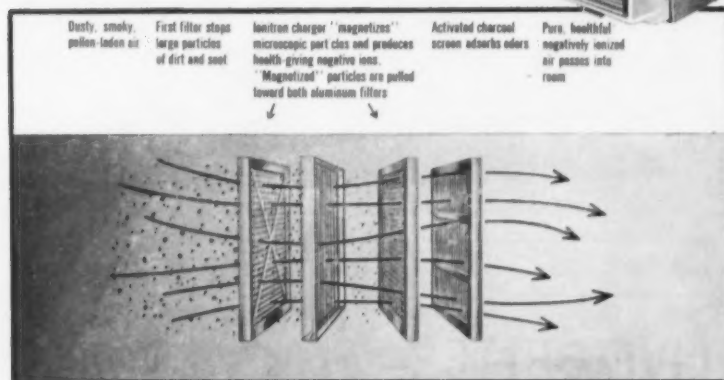
"Ions" are electrical charges in the air. All air contains both negative and positive ions. Scientists are now finding that air containing a high concentration of *negative ions*, such as you'll find as a result of a refreshing thunderstorm, is definitely beneficial. That's the kind of cool ionized air you get from the new Philco Ionitron Air Conditioner!

Gives quick relief from hay fever, other air-borne allergies

Hospital tests under the direction of a leading medical research team (detailed reports of which are available to your doctor) have shown that most people who suffer from hay fever



HOW THE IONITRON AIR CONDITIONER WORKS



and other air-borne allergies get quick relief with *negatively ionized* air. This relief occurs even during high-pollen-count periods.

Rids your home of smoke, dust, pollen and odors

When a particle of smoke or dust passes into the Ionitron, it is instantly "magnetized" so it can be caught in a special electronic filter. Ordinary filters catch some of the dirt, but the Ionitron filter system is actually 500% more effective than ordinary air conditioners in eliminating foreign particles, even particles as small as smoke! In addition, the Ionitron is equipped with a special activated charcoal filter to remove odors and make the air sweet and clean.

Other great salable advances in '57 Philco Air Conditioners

A short line of only seven models enables you to fill any customer needs immediately without carrying a large stock!

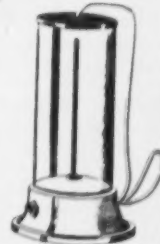
New, wide range of prices attracts both price and premium buyers into the Philco air conditioning market. And some Philco models function on dual voltage, 208/230, and others require no special wiring!

All new Philco Air Conditioners have 3 times more draft-free cooling circulation—and are quiet, too. With a host of other fast-selling features, '57 Philco Air Conditioners offer you more quick and profitable sales than any other line...and at a lower initial investment!

Now is the time to see your Philco distributor. Do it right away.

### Amazing Traffic Builder

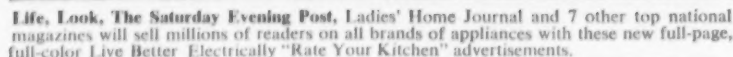
Philco Ionitron demonstrator makes smoke "disappear". It shows how the Ionitron air conditioner works to keep the air in your customer's home clean and fresh. Greatest Philco Air Conditioner advertising campaign in history will feature this demonstrator and help you develop store traffic. Ask your Philco distributor for full information.



More people own PHILCO Air Conditioners than any other make

LOOK AHEAD... and you'll choose **PHILCO**

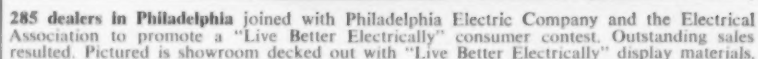




These unique sales-promoting materials—and a host of others—are available to dealers now. "Live Better Electrically" has made up a special promotion kit geared for dealers and distributors. It includes a complete ad-mat service, handout literature, point-of-sale dis-

plays, posters, a giant full-color blowup of the "Rate Your Kitchen" ad, and a handy informative guide on how to use these selling tools. To find out how you can tie in with this "ready-made" program in time for the big Spring Push, see your local utility or distributor.

Besides the great national effort to build demand for electrical living, local promotions under the leadership of electric utilities will carry the "Live Better Electrically" story to millions of prospects via newspapers, radio and TV, special supplements, car cards, billboards and exhibits — all designed to build sales of all brands of appliances for dealers and distributors who tie in.



# NEWS

## FROM WESTINGHOUSE

- FAMOUS MOBILAIRES NOW AT \$69.95
- NEW POWERFUL 10" FAN AT LOW, LOW \$9.95
- A FULL LINE OF 20" WINDOW FANS



Now WESTINGHOUSE  
gives you everything for  
the BIG MONEY in '57

- NEW FANS
- NEW FEATURES
- EARLY BUYING DEALS
- SPECIAL CONSUMER OFFERS
- FREE PROMOTIONAL AIDS
- NATIONAL ADVERTISING



### "LUXURY LOOK" FOR THE BIG MONEY

Always the fastest-selling fans-on-wheels, these all-new Mobilaires have a luxury-look never before seen in a high-capacity fan! Completely change the air in 4 or 5 rooms at a time every minute... High and Low speeds... easily adjustable heights... completely safe... whisper-quiet through day or night use.

**NEW MOBILAIRE**  
**MA-4021** with exclusive  
Air Injector Rings

**NOW**  
**\$69<sup>95</sup>**

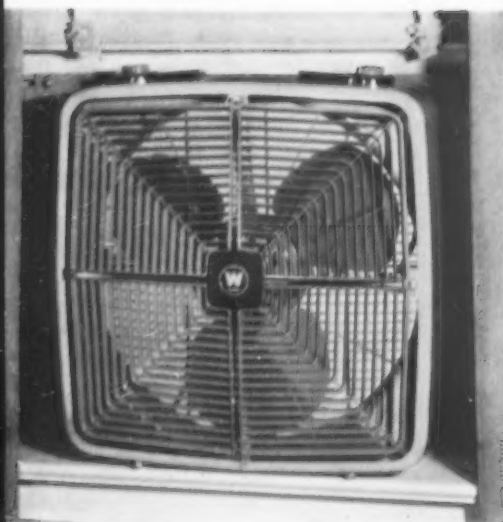
**NEW MOBILAIRE DELUXE**  
**DMA-4021**—with exclusive  
Air Injector Rings, Full  
360° Tilt

**NOW**  
**\$79<sup>95</sup>**



# WESTINGHOUSE

*now brings you four brand new*

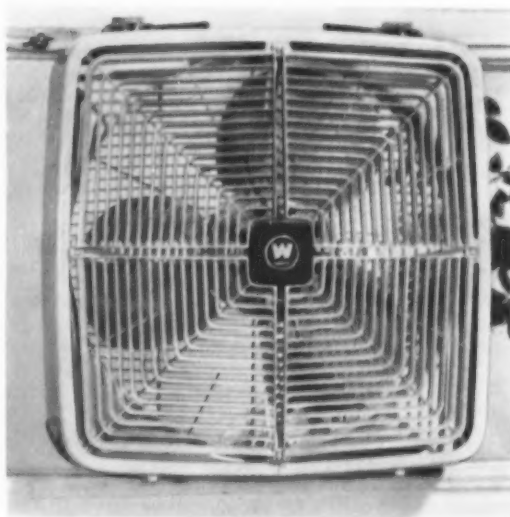


**\$69<sup>95</sup>**

with adjustable panels!

**New Automatic Convertible Custom Model AC-4022**

Electrically Reversible  
2 speeds either direction  
Convertible  
• two-way window fan  
• two-way room cooler  
Automatic Thermostat  
Diffused or Directed Air  
Portable  
Tops in air delivery  
Rubber-mounted, quiet blades



**\$69<sup>95</sup>**

with See-Thru Window Bar!

**New Automatic Convertible Custom Model AC-4021**

Electrically Reversible  
2 speeds either direction  
Convertible  
• two-way window fan  
• two-way room cooler  
Automatic Thermostat  
Diffused or Directed Air  
Portable  
Tops in air delivery  
Rubber-mounted, quiet blades

*plus the complete family of famous*

**EACH RIVIERA COOLS 5 WAYS! • (1) table fan • (2) hassock fan • (3) wall fan • (4) window intake • (5) window exhaust**



**\$29<sup>95</sup>**

**THE RIVIERA "10"**  
**Model R-1020**

the small fan with all the Westinghouse exclusives for "big fan" cooling!



**\$44<sup>95</sup>**

**THE NEW RIVIERA "20"**  
**Model R-2021**

now with two snap-in, snap-out grilles (see next page).

**1000 to 4500 cfm • Exclusive Westinghouse Air-Injector Rings and Air-Jet Vanes • High and Low Speeds**

**AND 14 MORE! A Westinghouse Fan for every cooling job, every**

**ALL-PURPOSE OSCILLATING FANS**

**HI-CAPACITY INDUSTRIAL FANS**



**Livelyaire "10"**  
**10LA4-\$18.95**



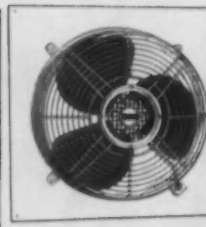
**Livelyaire "12"**  
**12LA4-\$29.95**



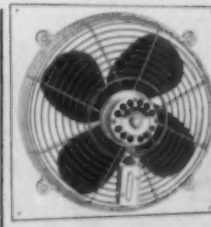
**Standard "16"**  
**16SD3-\$49.95**



**Super Poweraire**  
**PA-1830-\$59.95**



**Economy Exhaust**  
**20-inch EF-2510-\$54.95**



**Economy Exhaust**  
**16-inch EF-1310-\$39.95**

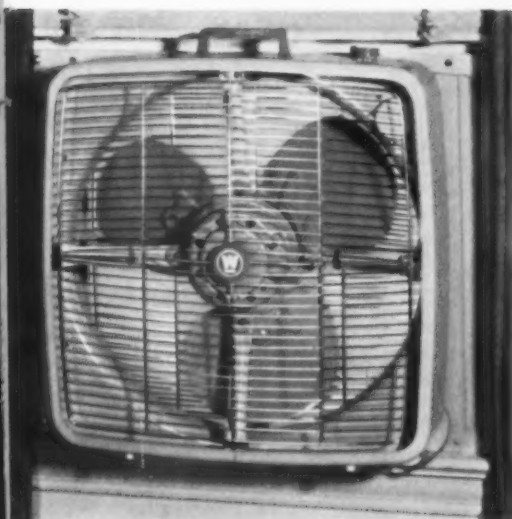


**Super Mobileaire**  
**Super-Fan on Wheels**  
**MA-6020-\$119.95**



# GHOUSE

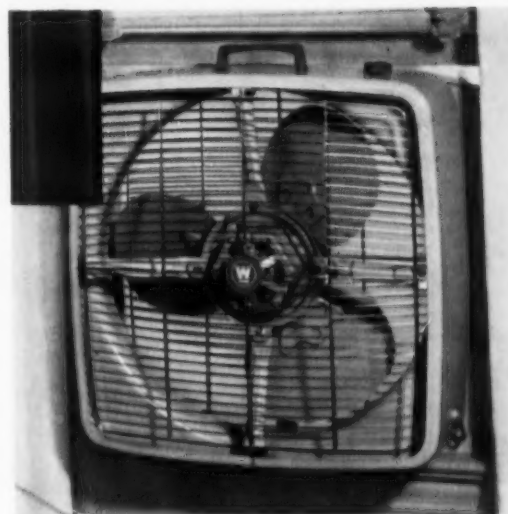
## CONVERTIBLE 20" WINDOW FANS



**\$49<sup>95</sup>**

**New Convertible Deluxe Model CD-3520**

Electrically Reversible  
2 speeds either direction  
Convertible  
• two-way window fan  
• two-way room cooler  
Portable  
Bright chrome safety-grilles, front and back  
Tops in air delivery  
Rubber-mounted, quiet blades

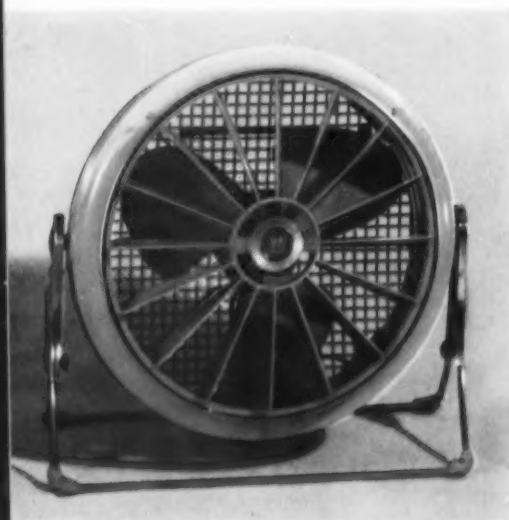


**\$39<sup>95</sup>**

**New Convertible Special Model CS-3520**

Reversible  
2 speeds  
Convertible  
• two-way window fan  
• two-way room cooler  
Portable  
Bright chrome safety grilles, front and back  
Tops in air delivery  
Rubber-mounted, quiet blades

## RIVIERA FANS



**\$64<sup>95</sup>**

**THE NEW RIVIERA "45" Model R-4521**

most powerful fan for its size ever built, now at new low price!

Smart, high styling • Whisper-quiet... no radio or TV interference

## AND A NEW POWERFUL 10" FAN THE LEADER



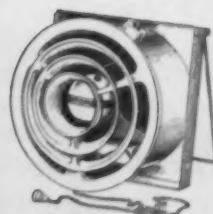
MOVES 600 CFM  
**ONLY \$9<sup>95</sup>**

- Super-quiet Hemcolite S-R® Blades
- Easily adjusted for wall-mounting
- Bright chrome guard... baked enamel finish
- No radio or TV interference

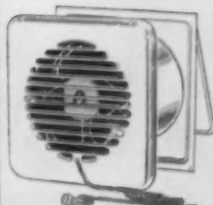
Model 10LD2

**budget!... ALL BIG MONEY-MAKERS FOR '57!**

### ALL-YEAR VENTILATORS



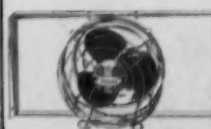
Built-in Ventilator for kitchen, bath, laundry Wall Model WV-410 - \$49.95



Built-in Ventilator for kitchen, bath, laundry Wall Model WV-311 - \$29.95



Built-in Ventilator for kitchen, bath, laundry Ceiling Model CV-311 - \$19.95



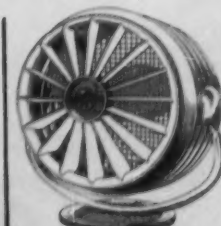
4-Way Window Ventilator WF-911 - \$29.95



New Whirlaire WAP-10021 NOW \$144.95



New Whirlaire WAP-4521 NOW \$104.95



New Whirlaire WA-10021 NOW \$114.95

### LONG RANGE AIR CIRCULATORS

All prices, specifications and models subject to change without notice.

**AND NOW FOR THE BIG DEALS...**

# FOR THE BIG MONEY IN '57

## Westinghouse brings you the BIGGEST PROMOTION EVER!



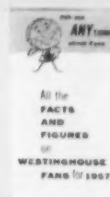
### NEW WESTINGHOUSE FAN DISPLAYS REALLY DELIVER!

Now you can set up a complete display that demonstrates all the Westinghouse Fans for '57—each unit in just 6 square feet of floor space. Eye-catching, sturdy, permanent new wood displays can be used side-by-side, back-to-back, or separately . . . on the sales floor or in windows. They put the full line at your fingertips for fast, really effective demonstrations. Just switch one off, another on. Watch them add spark to your sales pitch . . . help trade up your prospects . . . brighten up your profit picture!

**BIG PROMOTION KIT**—Full-color promotional aids for window, counter, ceiling or floor use—all geared to make traffic STOP, LOOK, and ASK ABOUT the new Westinghouse Fans. Also hard-working hand-out pieces. Promotional kit does terrific job at the point of sale! Look what it includes:



Exciting mobile with entire fan line



Salesmen's Pocket Data Book—doubles as a hard-selling hand-out

**COMING SOON — HARD HITTING SALES MESSAGES WHEN IT'S HOT, WHERE IT'S HOT. EVERY DEALER CAN TIE IN!**

## Westinghouse EARLY BUYING DEALS!

## Westinghouse SPECIAL CONSUMER OFFERS!

### "100" DEAL

**BUY** \$100 worth of fans!

- GET**
1. Extra 3% early-buying discount.
  2. Deferred payment.
  3. Full discount including early buying discount on special consumer offers.
  4. Promotional Kit—FREE!

**MAKE 35% GROSS MARGIN PLUS EXTRA 3%!**

### "500" DEAL

**BUY** \$500 worth of fans.

- GET**
1. Extra 4% early-buying discount.
  2. Deferred payment terms.
  3. Full discount including early-buying discount on special consumer offers.
  4. Promotional Kit and Display—FREE!

**MAKE 35% GROSS MARGIN PLUS EXTRA 4%!**

### "1000" DEAL

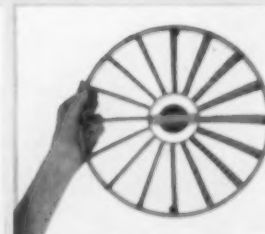
**BUY** \$1000 worth of fans!

- GET**
1. Extra 5% early-buying discount.
  2. Deferred payment terms.
  3. Full discount including early-buying discount on special consumer offers.
  4. Promotional Kit and Two Full Line Fixture Displays—FREE!

**MAKE 35% GROSS MARGIN PLUS EXTRA 5%!**



**WF-911 SPECIAL**—Make up to 51.4% GROSS MARGIN plus early-buying incentive.



**FREE FOR EVERY CUSTOMER!** 2 Snap-in, Snap-out Grilles with Riviera "20"! Makes it two fans in one—

- (1) Extra-gentle hassock fan when using Diffuser Grille
- (2) High-velocity fan when using Air-Jet Vanes.

**YOU CAN BANK ON IT!** Westinghouse Fans are slated to be your **BIG MONEY MAKERS** in '57! Contact your Westinghouse distributor **NOW!**



**THE BEST IN THE BUSINESS!**

**YOU CAN BE SURE...IF IT'S Westinghouse**



# TRADE REPORT

FEBRUARY • 1957

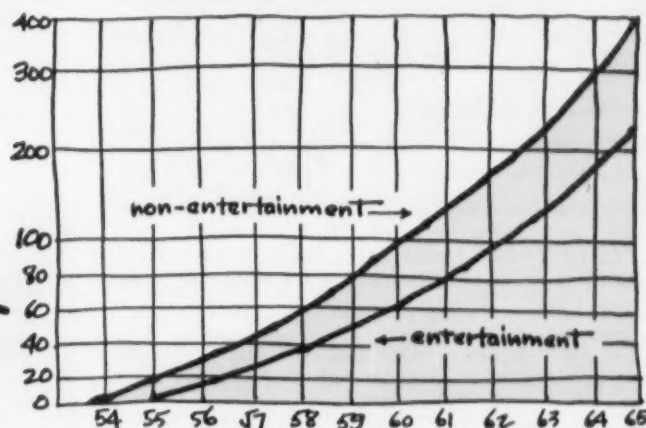
Over 2 Million  
Transistor  
Radios  
in 1956...



Plus Transistorized TV  
By 1958...



Point to 400 Million  
Transistors a Year  
By 1965!



## A Small Answer to a Big Problem

**Transistors muscle out the vacuum tube as the march toward miniaturization and portability continues**

In 1956, over two million transistor radios were sold. By 1958, we can expect transistorized portable TV sets on the market. In 1965, 400 million transistors will be made. These developments and many more are creating a revolution within the electronics industry. This revolution has been sparked by the growing availability of transistors.

Until recently the principal problem in the manufacture of the mighty mites was the high rate of rejects. Even now a higher percentage of transistors winds up in reject bins than does vacuum tubes. This has kept prices high.

Although not yet as cheap as vacuum tubes, transistors are now priced in the

neighborhood of \$1.25, and should become cheaper with the extension of mass production. And production is becoming more extensive (1955's 3.6 million units were 300 percent over 1954; 1956's nearly 12 million units 300 percent over 1955; 1957's anticipated 22-25 million units up another 100 percent).

### More Uses

Transistor uses are becoming more extensive too. In 1954, the basic market was hearing aid transistors. By 1955, entertainment (radios, etc.) had captured nearly half the market. In 1965, according to a forecast by *Electronics*, a McGraw-Hill publication, 400 million transistors will be made and

65 percent of them will go into the entertainment field.

Transistors are also finding a major use in computers of different types, and many toy manufacturers are investigating their possibilities.

For the radio-TV industry, in particular, transistors will become increasingly important. Use in radios will become so widespread that plug-in table models may disappear in a few years. They should also make possible a truly-portable television set within the next couple of years. This development awaits mainly the stabilization of the manufacture of power transistors.

Although transistors are already being used in car radios, they are still expensive in this application due again to the need for power transistors. But there will eventually be car radios that can be played in the car and then removed for a day at the beach.

**MORE▶**





**"MITCHELL**  
**'operation**  
**saturation**  
**advertising'**  
**is bigger than**  
**both of**  
**us!"**

**IT'S THE LARGEST**  
**(OVER \$1,000,000 LOCAL**  
**DOLLARS) LOCAL CAMPAIGN**  
**EVER AIMED AT YOUR MARKET**

GET ALL THE FACTS FROM YOUR MITCHELL DISTRIBUTOR  
Mitchell Manufacturing Company—A division of Cory Corporation, 3200 W. Peterson Ave., Chicago, Ill.

Further transistor applications will be in cordless clocks, high fidelity phonographs, and other appliance and commercial equipment. Many predict that uses will be developed for transistors where tubes could not have been used. Manufacturers are tight-lipped on this subject, but there is already a wrist radio and similar specialty gadgets.

The transistor already has some cost advantages that partially offset their higher price. They last longer than tubes and consume less electricity, thus saving batteries (to date their principal application has been in battery-operated equipment). Being smaller, they help along the trend toward miniaturization. Being tough, they keep on operating through shocks that would shatter a vacuum tube.

The industry is already sure of the future of transistors. General Electric Co., for instance, recently disclosed that it will convert its 175,000-square-foot television picture tube plant in Buffalo to transistor production shortly.

Transistor men hint that even more revolutionary advances are coming. Along these lines, some intimate that perhaps 50 percent of the future's transistor production will be used where tubes could not be used.

One spokesman stated that the invention of the tube has made the electronics industry worth what it is today. He sees transistors increasing the value of the industry considerably. Transistors, he believes, will make electronic equipment more reliable, easier to use, and, eventually, cheaper.

They have already brought about smaller and more mobile portable radios. Tomorrow's market will offer similar-type portable television sets and phonographs. Continuation of the trend toward miniaturization is thus assured.

\* Transistors, hardly larger than a match-head in size, are amplifying devices with germanium hearts instead of filaments in a vacuum that enable electronic tubes to do the same work.

## New Color

Sylvania Electric Products, Inc., has added another tint to its line of "decorator" light bulbs.

The new bulb, available in 40-, 60-, 75- and 100-watt sizes, as well as in 50/150-watt three-way lamps, is aqua-tinted. It is called "Cool-light."

Sylvania claims that the original "Softlight" bulb in pink complements the warm colors in a room such as the reds, oranges, and yellows. The new "Cool-light" complements the cool colors.

## MANUFACTURERS

### A 9-Month Year

Westinghouse reports increased business in 28 out of 32 product categories despite crippling strike last winter; comeback termed "noteworthy"

Westinghouse Electric Corp.'s appliance divisions in 1956 achieved their goal of doing 12 months business in the nine remaining when the company-wide strike ended.

John W. Craig, Westinghouse vice-president and general manager of the divisions, said the firm's appliance sales surpassed company 1955 totals in 28 out of 32 product categories. In all but four of the 32, the Westinghouse performance was better than the industry average for the full 12 months of 1956.

"We were practically out of business from January through March," Craig said, "with our factory inventories on appliances ranging from zero to but 50 percent of normal. And those months normally account for from 25 to

more than 40 percent of the annual appliance volume."

"In view of this, we believe our comeback was noteworthy and indicates Westinghouse has regained its position of major significance in the appliance business."

Craig gave the following comparisons of the Westinghouse performance with the industry, the latter being based on the statistical data published in the January issue of ELECTRICAL MERCHANDISING:

Products	Westinghouse	Industry
Automatic Washers . . .	5.6	10.8
Electric Clothes Dryers . .	31.1	15.8
All Ranges . . . . .	6.0	-0.9
Refrigerators . . . . .	-10.3	-11.9
Air Conditioners . . . . .	98.9	39
Freezers . . . . .	-26.8	-11.4

"mother almost fell  
off her roost when  
she heard what  
**MITCHELL**  
hatched"



**MITCHELL**  
**Roto Cone**  
**Cooling!**

**MAKES CONDITIONED AIR COME**  
**ALIVE, COMPLETELY SURROUNDS**  
**YOU WITH NATURAL COMFORT**

• Cools 21% faster by actual test. • Tailors the air delivery with an infinite range of settings. • Exclusive Sweep-Cooling concept sells itself—no hot spots, no clammy areas, no drafts. • Achieves the ultimate in quiet operation.

GET ALL THE FACTS FROM YOUR MITCHELL DISTRIBUTOR  
Mitchell Manufacturing Company—A division of Cory Corporation, 3200 W. Peterson Ave., Chicago, Ill.

Dishwashers .....	43.8	35.6
Dehumidifiers .....	42.1	186.5
Water Heaters .....	15.6	-3.3
Disposers .....	-1.0	13.5
Housewares, Electric .....	39.9	13.5
Vacuum Cleaners .....	26.4	13.9
Fans .....	-19.4	18

"Actually, we came amazingly close to gaining in all products," Craig said. "Our refrigerator sales drop was actually less than the industry average. Yet we hardly had merchandise to put on dealers' floors in the first quarter, the time new lines normally are seated with dealers. Thus, many traditionally Westinghouse dealers had other brands on their floors by the time we finally were able to deliver in May and June.

"Further, in order to fill the pipeline with the big volume item, refrigerators, we allowed but two weeks of production on one line during May for freezer manufacturing. We virtually were out of the freezer business last year.

"The factory's peak volume on fans usually comes during the winter months when production is heaviest, yet we had none. This is equally true of dehumidifiers even though our volume was nearly 50 percent greater in 1955."

Craig pointed out that the Westinghouse performance in growth

products—clothes dryers, dishwashers, room air conditioners, and electric housewares—was ahead of industry averages.

## McGraw-Edison

A merger envisioned in 1928 has come into being. Thomas A. Edison, Inc., and McGraw Electric Co. formally merged last month under the name of McGraw-Edison Co.

The purchase of the assets of Thomas A. Edison, Inc., by the McGraw Electric Co. consummated a proposal first made by Max McGraw in 1928. The Edison Co. had begun to market a toaster which toasted bread on both sides but did not turn off automatically. Toastmaster Division of the McGraw Co. manufactured a toaster which popped up the bread when finished. McGraw wrote Edison and suggested they get together. Last month, the plan became fact when Edison's son, Charles, and McGraw met.

McGraw explains that the prime reason for the merger is Edison's Research and Development Laboratory. McGraw-Edison plans a five-fold expansion of its research and development program on behalf of



"take it from  
me...there's a  
better way to  
keep 'em cool"

# MITCHELL

**ROOM AIR CONDITIONERS  
DELIVER MORE COOLING  
PER DOLLAR THAN  
ANY OTHER MAKE!**

GET ALL THE FACTS FROM YOUR MITCHELL DISTRIBUTOR  
Mitchell Manufacturing Company—A division of Cory Corporation, 3200 W. Peterson Ave., Chicago, Ill.

• **CAPACITY BOOSTER**  
Delivers a cooling bonus of 310 BTU's per hour.

• **ROTO CONE**  
Cools 21% faster by actual test—with a totally new Sweep-Cooling concept.

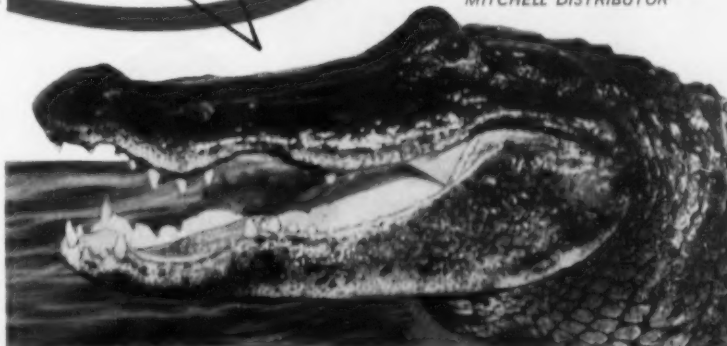
• **NEW 12 AMP**  
1 HP, 115 V CAPACITY—6 different styles that eliminate 230 v. line, yet deliver king-sized cooling; save 10% on operating costs.

• **NEW 7 1/2 AMP**  
3/4 HP, 115 V UNIT—saves 40% on electricity costs, saves rewiring costs, uses less current than a toaster.

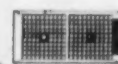
# 7 COMPLETE SERIES 31 MODELS

## "MITCHELL

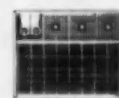
the greatest thing  
I've ever seen  
since that fellow  
who used to  
swim in here"



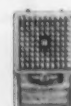
Mitchell Manufacturing Company—A division of Cory Corporation, 3200 W. Peterson Ave., Chicago, Ill.



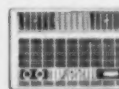
Pancake  
Low and thin  
3/4, 1 hp.



Ultra-Thin  
Thinnest unit yet  
3/4, 1, 1 1/2 hp.



Casement  
Rated 1st in cooling power  
3/4, 1 hp.



Power Pack "24"  
2 feet narrow  
3/4, 1 hp.



Roto Cone  
New Sweep-Cooling feature  
3/4, 1, 1 1/2, 2 hp.



Advance  
Hottest prices in air  
conditioning  
3/4, 1, 1 1/2 and 2 hp.



Imperial  
The world's most powerful  
room air conditioner  
3/4, 2 hp.

GET ALL THE FACTS FROM YOUR  
MITCHELL DISTRIBUTOR

all 23 divisions of the combined company.

Stockholders of both companies approved the consolidation. Following a split of McGraw stock on a two-for-one basis, Edison stockholders will receive one share of Mc-

Graw for each share of Edison common. Combined sales of the two companies currently are in excess of \$250 million annually.

Products of the two companies include small home appliances and washing machines.

## Dealers to Sell Builders

Westinghouse, Whirlpool-Seeger move to channel builders' sales through appliance dealers in effort to curb abuses in this field

In December ELECTRICAL MERCHANDISING lowered its sights at builders' sales abuses (see December issue, page 45).

That month, things began to pop. Westinghouse moved to channel the substantial part of its major appliance builder business through appliance dealers.

In January, a new special account contract sales plan for RCA-Whirlpool and Estate home appliances of Whirlpool-Seeger Corp. with strong safeguards for appliance dealers, contract purchasers such as home builders, and distributors was announced.

The new Westinghouse policy, according to major appliance division manager John J. Anderson, eliminates any possibility of special builder pricing considerations which would be detrimental to the appliance dealer.

Westinghouse announced that the new policy is effective immediately, except for present contractual commitments which will be fulfilled.

**Previous Policy.** Previously it has been Westinghouse policy to suggest its distributors arrange builder sales through dealers when 25 or less units were involved and



## SPARTUS CLOCKS

AMERICA'S TOP SELLERS



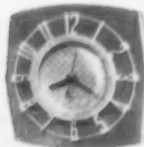
**FRY-KLOK-121-FK**  
Lustrous true copper-tone finish, with third dimensional metallic numerals and black facing. 12 1/2" high, 8 1/2" diameter, 2 1/4" depth. Retail Price \$6.95



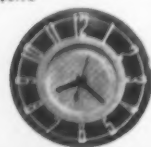
**FRY-KLOK-120-FK**  
Available in white, ice pink or ebony as illustrated above, a handsome addition to any kitchen. 12 1/2" high, 8 1/2" diameter, 2 1/4" depth. Retail Price \$4.98

SPARTUS CLOCKS are ADVERTISED IN **LIFE LOOK** and the **SAT. EVE. POST**

**DIANA-801**—Beautifully finished in a modern third dimensional face design. Comes in smart decorator color combinations. 7 1/4" x 7 1/4". \$4.50



All Spartus Clocks are 110-120 Volt, 60 Cycle, AC only, equipped with self-starting synchronous electric motors. U.L. approved.



**DISC-800**—This precision made time-keeper is one of America's smartest wall clocks. Comes in decorator colors. 7" in diameter. \$3.98

**HEROLD Products Co., Inc.** 2110 WALNUT CHICAGO 12, ILL.  
MANUFACTURERS OF  
CAMERAS • ELECTRIC SHAVERS • DEFROSTERS • TIMERS

### NEW

**Rye Sound earsets for transistor radios spark profitable sales**

Transistor radio sales are booming. Every transistor radio sale paves the way for a profitable earset sale. Now Rye Sound offers the only complete line of transistor radio earsets to fit each of the following brands:

Zenith, Regency, RCA, GE, Motorola, Westinghouse, Magnavox, Philco, Bulova, Roland, Dowaid, Raytheon-Admiral, Emerson, Traveler, Sonora, Revere, Arvin and others.



There's a real profit in each sale. Suggested list of \$6.95 incorporates full distributor and dealer profit margin. Fast turnover—A NEW YORK distributor sold more than \$10,000 worth of Rye Sound earsets in a 5 week period.

Check these Rye Sound features:

- only line that covers every popular model.
- individually packed in sales producing clear plastic box. Labeled to indicate the brand radio it fits.
- each set contains one hearing aid-quality magnetic receiver with non-toxic earloop for use on either ear, cord, molded jack.

Distributors of transistor radios—We Can Fill Your Earset Orders Today.

**Rye Sound Corp • 21 Rye Road • Rye, N. Y.**  
Phone MAmaroneck 9-7010

### NEW



**STEAM IRON CLEANER**

Sug. Ret. **\$1**



**STEAM IRONS Need Cleaning, too! Removes Clogging Scale**

- Perfect for hard water areas
- Safe . . . odorless . . . easy to use
- Tested & recommended by appliance manufacturers

**NATIONALLY ADVERTISED IN PARENTS, LIVING, etc.**

Used & sold in leading appliance service stations from coast to coast. Order from your jobber, or write for name of nearest supplier. Jobber inquiries invited.

Dept. TEM  
**FAST CHEMICAL PRODUCTS CORP.**  
65 Page Avenue Yonkers, N. Y.

through dealers and/or distributors when more than 25 were involved.

The company now will engage in specific negotiations through its distributors and dealers only when quantities are as follows: at least 50 assorted units; at least 25 units of one product line (i. e. refrigerators, ranges, etc.); or at least 15 units in the case of room air conditioners.

Anderson explained that "the essential condition governing whether the distributor will negotiate through a dealer or not should be who will perform the services beyond delivery of merchandise. These services include installation, warranty, service, and financing."

**Summer Promise.** Anderson had previously promised retailers attending the National Appliance and Radio-TV Dealers Assn. school at Washington University last summer that his company would willingly lead a move "to restore integrity to the marketplace" (see September issue, page 214).

"We feel strongly that the general industry practices in builder sales have been inherently wrong," Anderson said. "In some cases the distributor, with the factory's concurrence, has by-passed the dealer completely. In others, the factory and distributor worked with the dealer to develop special prices for builders of only two or three houses—prices that actually were lower than the dealer himself could get."

The new policy, recognizing the functional differences between franchised dealer business and that of builder and apartment house business, allows special contract negotiations through distributors and/or dealers with builders of new apartments, homes, and motels; apartment house owners and managers; and municipal, county, and state agencies.

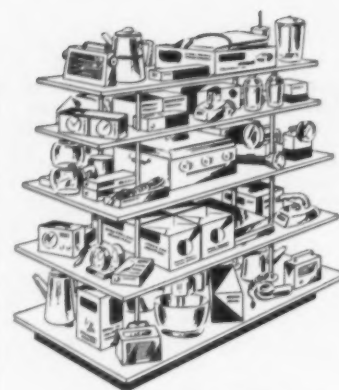
Under the Whirlpool plan, to be eligible for special contract sales prices, distributors must show that the individual contract sales involves at least 50 units of one product line or at least 100 units of two or more product lines; that the appliances purchased are either installed by the buyer or are purchased for resale only when sold as a component part of a building, prefabricated or mobile home; and that appliances involved will be completely delivered to the purchaser within six months of the first delivery.

### Chrome Choice

Chrome is the favorite color of the modern housewife who selects a built-in range for her kitchen, reports a poll of purchasers recently completed by Geo. D. Roper Corp. of Rockford, Ill.

The poll was conducted among housewives who purchased Roper built-in gas ranges.

Yellow ranked second.



**NOW! NEW LOW PRICE on FLEXO-SPACE Self-Service Island**

**ANNOUNCING** our new low prices on FLEXO-SPACE Self-Service Islands. Here is your opportunity to follow the trend of thousands of aggressive merchants and modernize your store with FLEXO-SPACE at a savings of 50% over competitive Islands. FLEXO-SPACE gives you Self-Service, Mass Display and 300% more Selling Space than one flat-type counter. Yes, in only 12 1/2 Sq. Ft. of floor area you get 50 Sq. Ft. of selling space. Raise or lower the shelves every 2" within 15 adjustments. FLEXO-SPACE is a complete Island! Your customers shop on 4 sides from 5 large Self-Service shelves. FLEXO-SPACE has been "Tested and Proved" by thousands of retail merchants. New amazingly low prices on FLEXO-SPACE at almost 50% less than you expect to pay. Write for FREE catalog on FLEXO-SPACE and other Self-Service fixtures. Do it now—Today!

Mfgs. Write for special extra low prices.

**ADD SALES CO.**

802 York St.

Manitowoc, Wis.

**Quick easy way**

to make pipe connections

FOR WASHERS, DRIERS, REFRIGERATORS, AND OTHERS

Model CT—with flared joint for copper tubing



Model ST—for pipe connections

**SKINNER-SEAL SADDLE TEE**—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

**M. B. SKINNER CO.**  
SOUTH BEND 21, INDIANA



# Hottest tie-in that ever pushed dehumidifier sales!

*Honeywell's Automatic Plug-In  
Dehumidifier Control*

new low \$11<sup>95</sup> price



**H**ERE'S the way to cinch more new dehumidifier sales and pick up plus profits from the hundreds of dehumidifier owners already in your community.

Show customers how easily they can have automatic "set-and-forget" protection against moisture damage—without the bother of manual operation.

Trips to turn their dehumidifier "on" and "off" are ended—

and so is continual guesswork eliminated by an automatic control.

This Honeywell control turns their dehumidifier "on" only when it's needed—when the humidity reaches the selected dial setting. And as soon as the humidity drops, "off" goes the dehumidifier, automatically.

Automatic operation saves money, too. Without needless operation there's less wear on the unit and less electricity used.

Get complete details on this easy  
profit-maker. Call your Honeywell .....  
jobber. Or mail coupon today—



**MINNEAPOLIS  
Honeywell**

112 offices across the nation



*First in Controls*

MINNEAPOLIS-HONEYWELL  
Dept. EM-2-51  
Minneapolis 8, Minnesota

Please send me complete information about the Honeywell Automatic Plug-In Dehumidifier Control.

Name \_\_\_\_\_

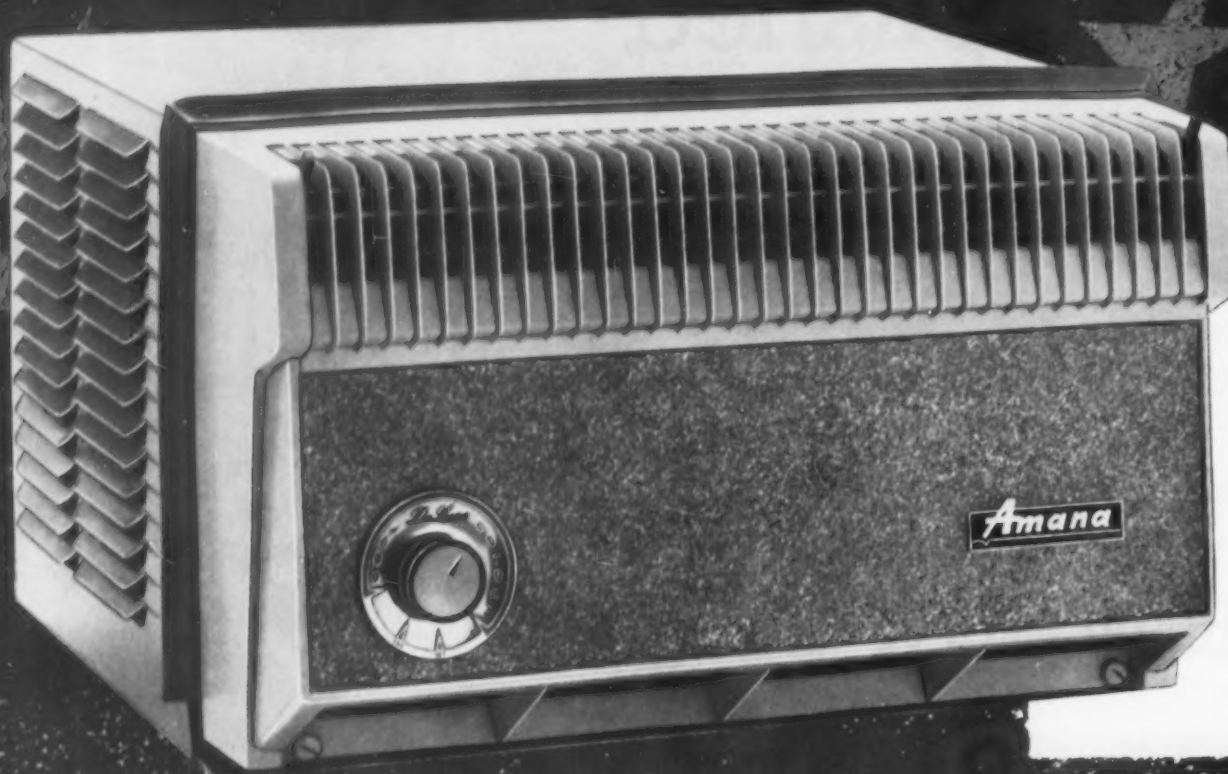
Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# Amana

STAR SELLERS  
FOR '57...



*Plus*

Two Other Great Room Air Conditioners



The All-New Year-'Round "Decorator"  
...available in six models!

The most exciting, most beautiful Room Air Conditioner today! Use as is, or harmonize it to any room! Supplied with attractive neutral beige front panel which can be covered with customer's own choice of fabric, or even wallpaper, to blend with any decorating plan. Has exclusive, feature loaded Amana Glider Control!

# NEW 1-H.P.

## Room Air Conditioner

**Plug-In, 115-Volt Model  
With New Low Price... High Profit!**

### THE DELUXE LINE\*

- No troublesome 230 wiring required! Installs quickly, easily, with minimum effort!
- Easy shell mounting! Shell mounts independently, unit inserts later for fast installation!
- True Amana quality! Provides top performance, trouble-free service!
- Full 1-H.P.— High capacity, heavy-duty system! Retail at economy price with full profit!

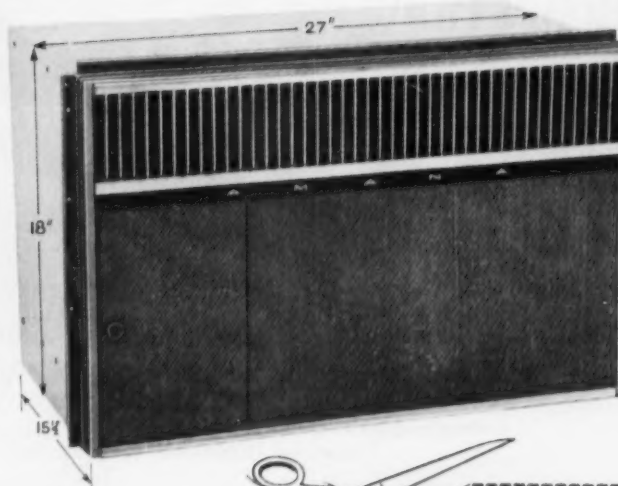
\*also available in 1/2 and 3/4 H.P. models!

from **Amana**

The All-New  
*"Slim-Lo"*

...available in two models!

Thinner Than Thin... hugs both inside and outside walls! No unsightly overhang! Only 15½ inches thin! And much, much lower... yet packs greater cooling capacity... more features than any comparable make or model on the market today!



... and for entire home air conditioning—at an almost unbelievably low price, yet with full profit...

**Amana**

CENTRAL-SYSTEM  
HOME AIR CONDITIONING!

- Completely Self-Contained!
- Fits In Almost Anywhere!
- Convenient Automatic Operation!
- Air-Cooled, Needs No Water!
- Cools Entire Homes, Large Or Small!
- So Easy To Install!



Producers of World-Famous Amana Freezers  
Freezer-Plus-Refrigerators • Built-In Freezers  
and Refrigerators • Room Air Conditioners  
Central-System Air Conditioning  
Deepfreeze® Chest Freezers

The words Amana and Deepfreeze are trademarks  
Reg. U. S. Pat. Off.



Amana Refrigeration, Inc.  
Amana 16, Iowa

Gentlemen:

Please send me complete information on the Amana Air Conditioning Profit Plan For '57!

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

AMANA REFRIGERATION, INC., AMANA, IOWA

ELECTRICAL MERCHANDISING—FEBRUARY, 1957

PAGE 195



While others sell summer the people  
summer the time  
**DIEHL** sells more of your customers  
ALL of the time

—by big-time national consumer advertising in  
**LIFE, BETTER HOMES & GARDENS, HOUSE & GARDEN, HOUSE BEAUTIFUL** and **AMERICAN BUILDER**.  
In these magazines alone, your prospects are pre-sold to the tune  
of around 17,000,000—Seventeen Million—Consumer Impressions.

And the Diehl '57 Fan Family Merchandising Program helps you get **MORE PROFIT** out of the new line of Diehl Fans. Ask your Distributor for the Diehl co-operative advertising plan. Let him show you how to tie-in with Diehl's national advertising—for more profits—in local newspapers—on TV and radio. Then there's a

complete selection of direct-mail and counter literature, that helps your prospects sell themselves. And see the traffic stoppers for the Diehl '57 Fan Family—Posters, Streamers and the Wall Selector Chart. Display Stands too—for Diehl window ventilators and attic ventilators.  
*All Diehl fans guaranteed for 5 years*



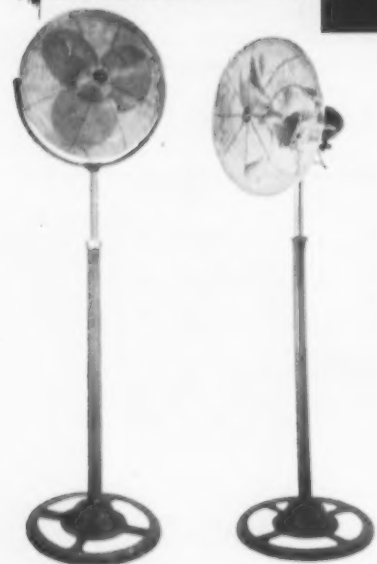
**NEW STYLE FANS AND AIR CIRCULATORS—NEW AND HEAVIER PROMOTION FOR BETTER PROFITS THAN EVER BEFORE—WHEN YOU'RE IN THE DIEHL '57 FAN FAMILY.**

## **DIEHL MANUFACTURING COMPANY**

Electrical Division of **THE SINGER MANUFACTURING COMPANY**

**Finderne Plant, SOMERVILLE, NEW JERSEY**

Baltimore • Chamblee, Ga. • Charlotte, N. C. • Chicago • Cincinnati • Milwaukee • Needham, Mass. • New York • Philadelphia



# THE 1957 WINTER MARKET PRODUCES . . .

## *Lots of glamour. . .*

**NEW EXHIBIT AREAS** created heavy interest. None was more spectacular than Philco's mammoth new exhibit on eleventh floor of Merchandise Mart. In air shaft (which rises through center of company's space) Philco suspended this surrealistic display.

## *Plenty of talk. . .*

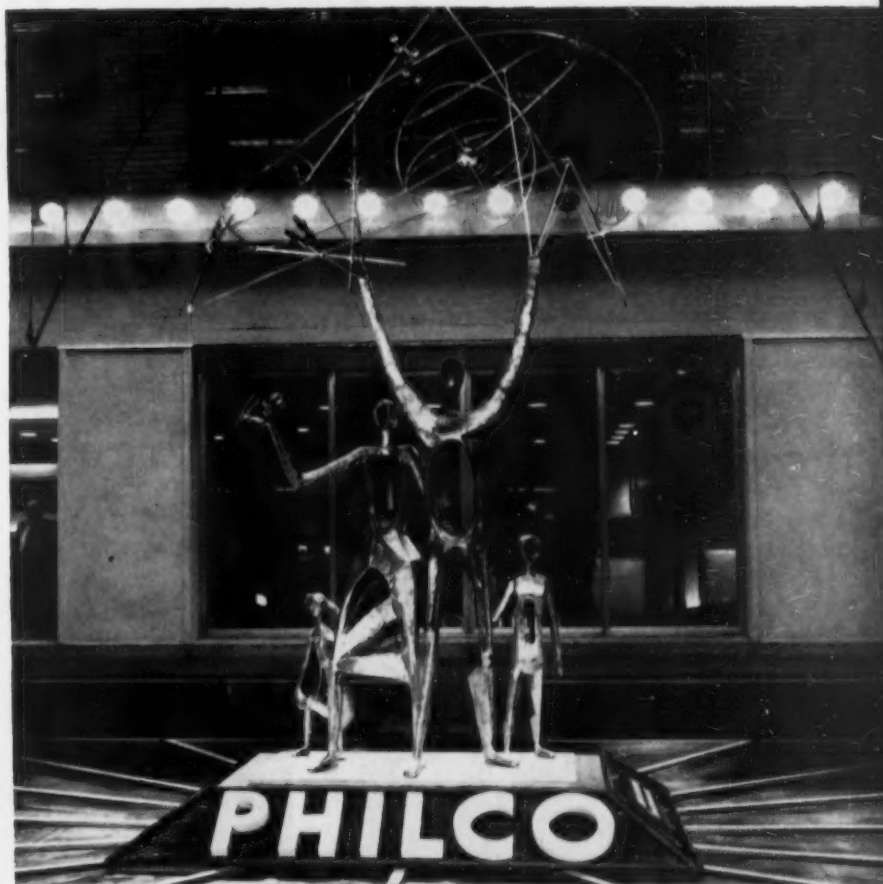


**SPELLBINDER** at Markets was big Chicago discounteer Sol Polk who, in sessions like this one at the Whirlpool space, explained his view on industry problems.

## *A look at the future*



**SUPERSONIC CLEAN-UP CENTER** in the Hotpoint display is explained to Charles Pritchard, right, head of GESCO. Answering his questions is Hotpoint's top man, president John Sharp.



Once again market time produced few surprises as far as new products were concerned. At Chicago last month the emphasis was on glamorous new display spaces and products of the future. As usual, selling wasn't spectacular, crowds were good and conversation plentiful.

*For more pictures of what happened in Chicago turn to next page.*

# As always, the biggest single product . . . **CONVERSATION**



**STEREOPHONIC** explanation requires use of the hands, R. E. Conley, advertising manager for the radio-Victrola division of RCA, found when he answered questions by Ed Sellgren of Williamson Hardware, Angola, Ind.



**WORKING** in a special corner, designed for sound demonstration, Leonard Gross of Philco shows the hi-fi line to visitors. Corner was part of elaborately-designed Philco area.



**PLUGGING FEATURES**, Roy Bridges, left, of Westinghouse, explains the "plug-out" surface units of the company's new electric ranges to interested dealer Don Nelesen, Mullen's, Sheboygan, Wisc.



**TAKING ADVANTAGE** of a lull, these four G-E factory and distributor executives discuss TV problems. From left to right: Herbert Riegelman, general manager, TV; John Hauserman, GEA, Pittsburgh; Joe Effinger and Jack Beldon of the TV receiver department.



**CANADIAN** distributors for Maytag, Joe Lalonde and Herve Bourcheix of Standard Agencies, Ltd., Montreal, backs to camera, get acquainted with Maytag's president, Fred Maytag II. Maytag's Highlander model was prominently featured.





**MAGNAVOX** vice president, Leonard F. Cramer, left, shows a new hi-fi unit to Herman Platt of the May Co., Los Angeles, and Sam Gross of Famous-Barr, St. Louis.



**PRESIDENT** Parker Erickson of Easy, second from left, praises his firm's new combination washer-dryer to dealers John Lukina, Eugene Arnfeld, and Stephen J. Lukina, all of the People's Outfitting Co., Detroit.



**SCIENTISTS** investigate Kelvinator's irradiated food display. Charles T. Lawson, left, Kelvinator vice president, talks with Dr. Henry J. Gomberg, Dr. L. A. Phillip, and Dr. B. H. Morgan of the Army.



**THE LADIES CAME, too.** Dealer Edward Cristello, Good Housekeeping Appliances, Natrona Heights, Pa., right, and his wife JoAnn examine Norge's dispenser wheel in the hands of Neil Wirls, field representative.



**SHOPPING COMPETITORS,** G-E representatives visit Motorola for a look at a portable TV covered in pink leather and set with rhinestones "for the woman who has everything." With them is Joe Henrickson of Motorola.



**FRANK GIBSON JR.,** board chairman of the Gibson Refrigerator Co., shows and outlines sales points of a top-of-the-line model to Jack Trexler and Grady Hubbard of Major Appliance Distributors, Inc., Charlotte, N. C.



**A WASHER PAIR** gets both an eagle eye and a hard sell as Speed Queen representative Joseph Slavonic, second from left, shows his product to John Corcoran and E. T. Corcoran of the E. T. Corcoran Co., South Bend, Ind., and Nick Duleh of the Duleh Electric Co.

**MORE ▶**

THE WINTER MARKETS . . .

# *At the Furniture Mart, only a handful of appliance manufacturers are still exhibiting*



**THE SHEER LOOK** in refrigerators is demonstrated by Frigidaire's W. F. Switzer with the help of a cooperative mannikin.



**BLACKSTONE** executives P. S. Moynihan, left, R. A. Lenna, center, and John Wicht, right, wait in front of the new company washer.



**AN OVEN** that will do everything is the claim of Julius Klein, president of Caloric, as he points to his product with pride.



**SLIDING DOOR** compartment in Sub Zero refrigerators draws the enthusiasm of A. A. Rose, sales manager.

**TALL GUY** Dale Brigance of Omaha measures the 55½-inch high, 18-cu. ft. Manitowoc freezer.



**RICH-LOOKING** plastic adorns the door of the new Quicfrez model demonstrated by sales manager Paul Denslow.



there is only one . . .

# SUPER REGENT

*Woman's Friend* WASHERS

FINDLAY, OHIO

OVER HALF A CENTURY  
BUILDING GOOD WASHERS

MODEL 57-SRPT

in six beautiful  
color combinations





The Newest, Hottest,  
Most Complete Line  
of Oil and Gas Heaters  
in the Industry

it's **Quaker**

Look at Quaker's fast-sell complete line of Oil and Gas vented and unvented Heaters! You'll know why Quaker offers you greater sales appeal—quicker turnover—**BIGGER PROFITS!**

## Quaker NEW FLUSH-TO-WALL "Space Saver" OIL HEATER

Delivers Right Down-to-Floor-Level  
Heat...A Potent Sales Feature!

Nothing like it today anywhere! Quaker's Imperial "SPACE SAVER" obsoletes all existing heaters in any home. Quaker's flush-to-wall "Safe-T-Cool" cabinet design saves 50% on floor space. Advanced louvered arrangement increases natural circulation *three times* more than that of ordinary heaters—delivers constant floor level warmth.

Priced for volume sales! Quaker's localized hard-hitting promotions move "SPACE SAVERS" off your floor and into customers' homes quickly!



Model 6410T. Maximum capacity: 65,000 BTU per hour.  
Height: 42" Width: 36" Depth: 20"



Do Your  
Customers'  
Oil Heaters  
Look Like  
This?



See What a  
Difference  
A Quaker  
"Space Saver"  
Makes!

**Quaker**

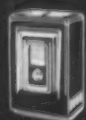
**MANUFACTURING COMPANY**  
HEATER DIVISION OF FLORENCE STOVE CO.

1147A Merchandise Mart, Chicago 54, Illinois

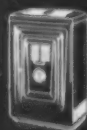
**Quaker** HAS THE MOST COMPLETE OIL HEATER LINE IN THE INDUSTRY



Model 4308  
35,000 BTU



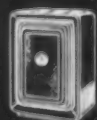
Model 4008  
42,500 BTU



Model 4010  
50,000 BTU



Model 5110  
55,000 BTU



Model 5113  
65,000 BTU



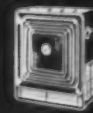
Model 6106  
45,000 BTU



Model 6110  
60,000 BTU



Model 4410T  
60,500 BTU



Model 6410T  
65,000 BTU

# for **VOLUME SALES AND BIGGER PROFITS in '57!**

## Quaker

### Does it again -

### A NEW WALL GAS HEATER AT A NEW LOW PRICE!

Quaker obsoletes all free-standing gas heaters with a completely NEW 28" "Cool Cabinet" Wall Gas Heater! Now you can offer customers TWO vented and TWO unvented Wall Gas Heaters that are years ahead in design features — at an unbelievable low price! Quaker's FOUR Wall Gas Heaters — backed by proven promotions — sell on sight!

**NO OTHER WALL GAS HEATERS  
HAVE THESE EXCLUSIVE FEATURES:**

- Hangs Like a Picture
- Extra Cool Super-Safe Cabinet
- Super Efficient "Deep Port" Burner
- Porcelain Heating Chamber
- Super Circulation

only  
28"



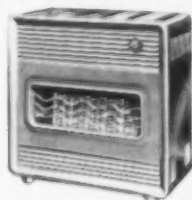
Model SWC-250 Unvented Wall Gas Heater.  
Capacity: 25,000 BTU Input. Height: 28".  
Also available Model WC-250. Capacity:  
25,000 BTU Input. Height: 48".

**They Hang on  
the Wall Like  
a Picture**



Model WCVA-408 Vented Wall Gas Heater.  
Capacity: 40,000 BTU Input. Height: 60".  
Also available Model WCVA-258. Capacity:  
25,000 BTU Input. Height: 60".

### More Profit-Building Quick-Sell Quaker Gas Heaters



Radiant Vented  
Automatic Gas  
"Fireplace" Circulators

The "RVM" Series of vented "Fireplace" Circulators — today's most efficient radiant gas heater for maximum heating efficiency. Exclusive Quaker 2-Way, 20-Year Guarantee.

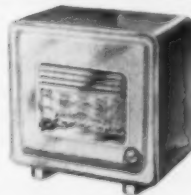
Model RVM-500 — 50,000 BTU Input. Also available in 35,000, 65,000, 80,000 BTU Input.



"Blue Flame" Vented  
Automatic Gas  
Super-Circulators

The "BVS" Series of vented Super-Circulators — the only non-radiant gas heater that permits you to see the flame... a Quaker exclusive. Outstanding for efficiency, features, value and styling.

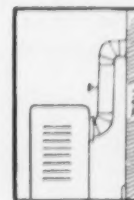
Model BVS-650 — 65,000 BTU Input. Also 35,000, 50,000, 80,000 BTU Input.



"Cool Cabinet" Deluxe  
Unvented Gas Radiant  
Circulators

The "CWR" Series features Quaker's exclusive "Air Stream" design. Assures "cool-to-the-touch" cabinet at all times. Unique engineered construction distributes heat evenly, efficiently.

Model CWR-300 — 30,000 BTU Input. Also 12,000, 20,000, 40,000 BTU Input.



Waste floor  
space



Hangs on  
the wall

## QUAKER HAS MORE TO OFFER DEALERS!

1. The most complete oil and gas heater line in America.
2. Competitive, profitable price structure.
3. Hard-hitting local promotions keyed to your store.

**FIND OUT QUICK  
SEND COUPON NOW!**

Quaker Manufacturing Company  
Heating Division of Florence Stove Company  
1147A Merchandise Mart  
Chicago 54, Illinois

Send me the BIG PROFIT story on Quaker heaters. I am interested in oil ☐ and/or gas ☐ heaters.

Company \_\_\_\_\_

Your name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# Hedging on Service?

Theleen of General Electric speaks to NARDA; RCA's Folsom writes an open letter—basic policies nevertheless appear to remain unchanged

General Electric Co. has modified certain aspects of its service program, but the basic policies of the firm remain unchanged.

That much became apparent last month as the National Appliance & Radio-TV Dealers Assn. convention heard C. W. Theleen, manager of customer relations for G-E's appliance and television receiver division, restate the division's policies on central service.

Theleen's NARDA speech came hard on the heels of two announcements modifying certain phases of G-E's service program. The first was announced in New York in early January when the firm's tube sales department announced that replacement parts for G-E sets would once again be distributed through distributors of the firm's electronics components division. Last year, G-E had centralized distribution of such parts through set distributors and independent servicemen had complained that they were unable to get parts through these channels.

**Second Concession.** The second concession made by G-E involves the abandonment of its national magazine advertising on product service. This campaign, which was widely criticized by dealers and servicemen, was first modified, then dropped completely. Indications are, however, that the abandonment was due to the budget for the series running out rather than to placate dealers. The modification in the final ads made it clear that the phrase "qualified servicemen" could mean dealer servicemen. G-E claims that every ad "implied" that such was the case and that the modified ad only made it explicit. G-E sources admit that the revised wording should have been used in the entire series.

But there was little in Theleen's NARDA speech to indicate that any further modifications were being made in the company's service policies. He did say that G-E was not trying, "by any stretch of the imagination, to take over the entire service function." He added that "we think it would be wonderful if we could interest more good and capable servicemen, including independents, to help us get this important job done."

He said the metropolitan retail service is furnished by distributors in 66 percent of the cities of 100,000 and over. On TV, less than 25 percent of the cities have metropolitan distributor service and only 5 percent of service calls on G-E sets are made by such distributor organizations. There was nothing

in his speech to indicate that there was any possibility of any reduction in the scope of distributor servicing.

He also said that all available studies indicate that the most efficient way for a distributor to discharge his service responsibilities in cities of 100,000 or over is "through his own well-mannered, well-equipped metropolitan service organization."

G-E's tube sales department accompanied the announcement of the broader distribution of replacement parts with revelation of new plans "in a continuing campaign to help (service) dealers increase their efficiency and profitability." Included will be a "depth course" in service management, development of special service shop plans and announcement of increased technical training available to service dealers.

**RCA Stand.** Also last month, Frank M. Folsom, president of the Radio Corp. of America, set forth five points on the subject of servicing in an open letter dated January 9. He wrote that RCA believes:

—that full customer satisfaction depends on a healthy independent service industry and, therefore, RCA will continue to make available to the servicing profession the information and knowledge it acquires in its own operations.

—in the free competitive system in the operation of its factory service business. In this, independent service organizations must have equal opportunity to compete with RCA factory service. . . . It is our further belief that in any plan under which the original price of the television receiver includes service through the warranty period, dealers must have full freedom to provide their own service or provide the service through independent service organizations or RCA factory service. In exercise of this choice the dealer must not be restricted to "captive service."

—in, and plans to continue its service organization's program for procuring replacement parts and other material on a basis that is fair and competitive with the independent service dealers.

—that good customer service requires broad distribution of replacement parts. It will continue its long established policy of making all repair and replacement parts available to the service industry through all of its distributors.

—in supporting every forward-looking industry-wide program

## Governor's Inspection



**NEW FLEXOR ROTARY** power mower blade is explained to Gov. Leo A. Hoegh of Iowa, left, by E. C. Seyphol right, Western Tool & Stamping Co.'s vice president in charge of sales. Western Tool's merchandise manager, Clarke Shaw, second from right, and banker George D. Jorgensen look on.

aimed at increasing the respect of the consuming public for this arm of the distribution system. RCA will continue to recognize the independent service industry in its advertising and literature.

## Service for All

The folding of some manufacturers, the entry of others into captive service, and the degree to which transistors and printed circuitry will shrink his future business are matters of grave concern to the independent radio-TV service technician, J. A. Milling, president of Howard W. Sams & Co., told a recent Chicago meeting of the Association of Electronic Parts and Equipment Manufacturers.

Asserting that no one has answers to all these problems, Milling stressed the importance of free competition to national economic growth, remarking that "this industry did not reach its present status of advancement and development by legislation, but by foresight, education, planning, ingenuity and hard work."

"There is sufficient service business for all to compete and prosper," he said, "with room left for great improvement in service techniques and methods."

Concluded Milling, "The future was never better for the service technician, the parts distributor, the manufacturers' representative or the parts manufacturer."

## Service Expansion

Reorganization and expansion of its appliance service department was

announced recently by Kelvinator division of the American Motors Corp. The move was prompted by recent additions of new products to both household and commercial lines, and to increase specialization among service personnel, according to Homer L. Travis, vice president in charge of sales.

The new program establishes two new divisions, each headed by men with many years of experience in appliance engineering and service. Increasing the staff will permit service personnel to specialize on individual products. Robert S. Geran, with Kelvinator for the past 20 years and service manager for five years, assumes the new title of general service manager.

In recent years, Kelvinator has entered the home laundry business with automatic washers, electric dryers, automatic ironers, and wringer washers. Earlier this year, the company introduced a line of automatic dishwashers and an electronic range.

Stanley L. Peterson, who has been Kelvinator field service supervisor in the eastern part of the U.S., has been named field service manager in charge of one new division. Jules Eder becomes technical service manager in charge of another.

## Keeping Pace

Bryant Manufacturing Co. claims 1956 sales ahead of the pace of the air conditioning industry as a whole. The company's president, Ronald N. Campbell, claimed sales increases of 50 percent in contrast to an estimated 30.3 percent for the industry.

Campbell also noted the approach of the company's 50th year.



# TOP VALUES *of* 1957

BY  
**Hunter**

## HUNTER *Deluxe* 18" and 22" WINDOW FANS

Thermostat Control

Highest Quality

For those who want the best! The maximum in modern styling, high efficiency, quiet operation . . . beautiful cabinet with spiral grille and adjustable side panels . . . totally enclosed capacitor motor with high and low speeds . . . electrically reversible for exhaust or air circulation. Certified air deliveries. New optional thermostatic control starts and stops fan automatically.

18" Model retails at **\$59<sup>95</sup>**

*Styled by  
Sheldon Rutter*

## HUNTER *Zephyr* 20" WINDOW FAN with capacitor motor

Priced for volume! The best economy-priced window fan on the market . . . the only one in its price range with a capacitor motor for faster starting and more power. Other features include adjustable side panels, modern safety grille, high and low speeds, quiet operation. Five year guarantee.

Priced to retail at **\$39<sup>95</sup>**

(Electrically reversible model - \$49.95)

Order now from your Hunter distributor or contact  
**HUNTER DIVISION-ROBBINS & MYERS, INC.**  
2704 Frisco Ave., Memphis 14, Tenn.



### Backed by full-scale advertising



- ADVERTISED IN LIFE
- LIBERAL CO-OP ADVERTISING
- SALESMARKING DISPLAYS
- COMPLETE PROMOTION PLAN



# TOP VALUES *of* 1957

BY  
**Hunter**

## HUNTER 12" HIGH-VELOCITY FAN



Propels air 56% farther

This powerful fan moves air fast and far . . . across a large room or from one room into another. Features include: modern shock-resistant plastic frame, new capacitor motor, jet stream venturi, oversize intake grille, 360° tilting with friction grip.

Priced to retail at  
**\$39<sup>95</sup>**

*Guaranteed  
5 Years*

*Styled by Sheldon Rutter*

## HUNTER ALL-PURPOSE FANS

Most versatile fan ever. Can be used as exhaust fan in window or on floor or table for wide-area air circulation. Features include: modern styling, handy carrying handle, safety grilles back and front, high and low speeds, five-year guarantee.

16 1/2" Model  
**\$39<sup>95</sup>**

20" Deluxe Model  
(with thermostat and  
window panels)—  
\$59.95

**20" Roll Away Fan** for use as circulator or window fan. Sturdy streamlined stand rolls on rubber wheels. Adjustable in height . . . tilts to any angle.

Suggested Retail **\$69<sup>95</sup>**

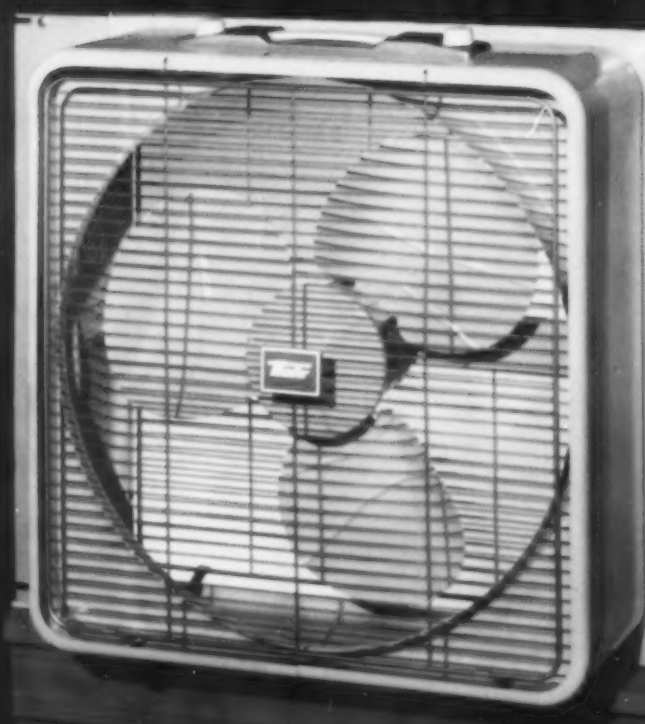
**GUARANTEED 5 YEARS**



**Backed by full-scale advertising**



Order from your Hunter  
Distributor or contact  
**HUNTER DIVISION**  
**ROBBINS & MYERS, INC.**  
2704 Frisco Ave.,  
Memphis 14, Tenn.





# The exclusive... *Caloric* **ULTRAMATIC**



## unequaled in every detail

The woman who appreciates gracious living . . . who wants the best in her kitchen . . . quickly senses the superiority of a years-ahead Caloric Ultramatic gas range.

For Caloric is best . . . not only in beauty, but in outstanding cooking features that make meal-preparation a pleasure; leave more time to enjoy modern living. The Caloric Ultramatic opens your doors to an ever-increasing number of customers who want the finest!

### **CALORIC'S ADVANCED FEATURES**

include the **ROTO-RAY BARBEQUER** that makes the fun of a barbecue available all year round.

**AUTOMATIC OVEN TIMER** lets today's busy housewife have a complete meal prepared on time, even when she's away all day.

**INDIRECT FLUORESCENT LIGHTING** in any of four sparkling colors "sets off" kitchen beauty!

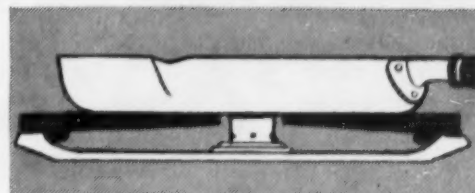
And ever important to women who take pride in the appearance of their kitchens . . . Caloric is "America's easiest range to keep clean."

### **NEW VALUE-PACKED SERIES**

A brand-new companion line . . . Caloric's "Two" Series gas ranges . . . with the same basic quality and beauty that Caloric's name represents to the public and the trade. Six models are available; 36" Deluxe, 30" Deluxe, 20" Deluxe, 36" Standard, 30" Standard, and 20" Standard.

Now, with one brand—Caloric—you can offer a range for every homemaker, a range with the features *she* wants and needs, at a price she can afford. Give your customers the complete choice they deserve . . . the choice that only **CALORIC** offers!

**CALORIC APPLIANCE CORP., TOPTON, PA.**  
**RANGES • DRYERS • BUILT-INS • DISPOSERS**



**THERMO-SET**—a "must" for modern homemakers. Caloric's thermostatically-controlled top burner ends "caution or calamity" cooking. The **THERMO-SET** sensing element keeps food at the exact temperature set—makes every pot and pan "automatic"!

**CALORIC APPLIANCE CORPORATION**  
**DEPARTMENT EM, TOPTON, PENNA.**

Please send me more information on the expanded selection of Caloric gas ranges!

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# 3 TRUCK LOADS START 1665 EUREKA VACUUM CLEANERS



ONE OF THE BIGGEST SHIPMENTS EVER MADE! 3 big trucks loaded with 1665 Eureka Vacuum Cleaners for the Oklahoma Tire & Supply Co., lined up in front of the Eureka Williams Corporation, Bloomington, Ill. before their fast trip to Tulsa. Eureka officials, left to right—H. J. Allemang, Executive Vice-Pres., A. L. McCarthy, Vice Pres., Eureka Division, Mark Carmody, Ass't. Sales Mgr. and Cushman Skinner, Ass't. Adv. Mgr.

**MID-WINTER TRADE-IN-SALE!**

## EUREKA

Super Automatic Model S-255  
ONLY

SAVE \$20.00 **\$69<sup>95</sup>** PLUS OLD CLEANER

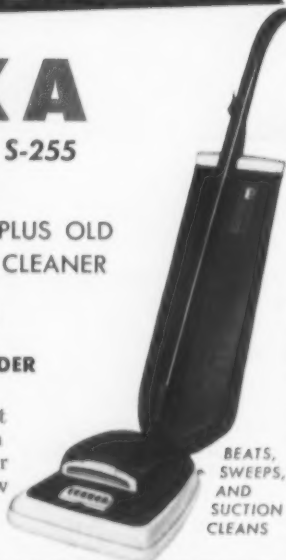
Regular Price \$89.95

**AUTOMATIC PROFIT-BUILDER**

—Red Hot Sale Price!  
Cash in now on the upright vacuum cleaner market with this top quality Eureka Super Automatic. This special low sale price means easy sales with big profits for you!



Power Driven Nylon "DISTURBULATOR" removes embedded dirt, hair, threads



BEATS, SWEEPS, AND SUCTION CLEANS

**MID-WINTER SPECIAL OFFER!**

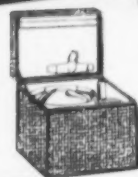
Give FREE \$19.95 Hassock Chest with the powerful new

## EUREKA

Super Roto-Matic  
MODEL 910

BOTH FOR ONLY **\$69<sup>95</sup>** \$89.90 VALUE!

complete with tools



**SMASH OFFER** — Builds Big Sales Fast! Eureka's new Super Roto-Matic is today's most effective canister cleaner — has all of today's most wanted features. Promote it with this big Free Hassock Chest offer and you've got the unbeatable sales-winning combination!

EUREKA WILLIAMS CORPORATION • BLOOMINGTON, ILL. • In Canada: Onward Manufacturing Co., Ltd., Kitchener, Ontario

**GET YOUR FEBRUARY SALES GOING BIG RIGHT NOW!**

## A black and white photograph of two semi-trailers parked in front of a brick building. Both trailers have large white signs with black text that reads: "3 MORE TRUCK LOADS EUREKA VACUUM CLEANERS FOR OKLAHOMA TIRE AND SUPPLY CO. TULSA". The ground is covered in snow, and there are bare trees in the background.

*[Signature]*  
VICE PRESIDENT

VICE PRESIDENT, EUREKA DIVISION

## MID-WINTER

## SPECIAL SALE!

World Famous  
**EUREKA**

### ***Roto-Matic Model 805***

**\$79.95 VALUE**

FOR ONLY \$ **1088** SAVE \$30.07!

**Complete with Tools and  
Free \$10 Roto-Dolly**

**SENSATIONAL SALE**—Pulls In Prospects Fast! This terrific quality-proved Eureka is loaded with fast-selling features . . . allows easy sell-up to higher priced Eureka models. Feature it in all your ads. It pulls like mad!

**AD MATS IN 3 SIZES: 17", 18", 33¾"**

**ORDER "SURE-FIRE" PROMOTION AD MATS AT ONCE**

ELECTRICAL MERCHANDISING—FEBRUARY, 1957

PAGE 209



## Cake And All



**NORGE's** 30th year is celebrated by Judson S. Sayre, president of Norge division, Borg-Warner Corp., left, and Roy C. Ingersoll, Borg-Warner chairman. The picture was taken during the Chicago Home Furnishings Market, January 7, exactly 30 years from the day Norge obtained its name.

## British Imports

McGraw-Hill World News reports that Argosy Radio Vision Ltd., a British firm, has signed a \$1-million contract with Wilcox Gay Corp. making the American company its exclusive agent.

Wilcox Gay has contracted for approximately 30,000 units from Argosy, the brand to be known in this country as "Argosy-Majestic." Twenty-two thousand of these units will be phonographs, the remainder radio-phonographs and high fidelity chassis.

The units range in price from \$69.95 to \$270. After the initial order, Wilcox agrees to purchase at least \$500,000 worth of goods from Argosy annually.

## Sunny Future

A product now aimed at the luxury market may ultimately be a best-seller in some of the world's most remote and underdeveloped areas.

The product is Admiral's sun-powered portable radio. The firm has received official inquiries from Pakistan, South Africa, Mexico, the Belgian Congo, the Gold Coast and even Greenland.

The Pakistan government, for instance, said it was interested in the radio as a means of mass communication. Few of the nation's 60,000 villages are electrified.

Right now, of course, the sun power pack is extremely expensive and is better suited to the pocket-book of a Texas oilman than a native of Pakistan.

Another solar powered product is currently being studied by Catholic mission groups. It is a sun-powered stove.

# SONIC ...AMERICA'S TOP ...YOUR BIG

There's nothing that makes the Sonic line look so good as being displayed alongside big-brand phonographs. With that kind of set-up, Sonic practically sells itself. And you don't have to be a magician to find out why.

Sonic's strong points are: Styling, Performance and Price. And that's just what your customer wants—top performance and styling... at low prices. He sees the styling, you demonstrate the performance... and one peek at the price tag clinches the sale. You've earned a handsome profit for yourself plus a satisfied customer. What more can you want?

Now, we don't expect that you'll throw out your nationally advertised big-brand lines, but we do expect that you'll know the importance of a strong second line to round out your sales strategy. And when we say strong—we mean s-t-r-o-n-g.

Sonic has been making phonographs for over 15 years. That's our specialty. While others were making TV sets, refrigerators, auto radios and what not... we were making phonographs. By this time we ought to know something about building and styling them. Look at the 1957 line and judge for yourself, and then look at the price tags. No wonder Sonic is referred to as America's Foremost Independent Manufacturer of Phonographs.

**1** Quality merchandise and superb performance in all price ranges from \$19.95 to \$129.95. The famous SONIC CAPRI line featuring popularly priced manuals, automatic portables and table models plus exciting, new high fidelity models.

**2** Attractive styling by Sonic, the firm that designed the original CAPRI—THE LARGEST SELLING SINGLE PHONOGRAPH MODEL in the industry.

**3** Realistic PRICING (incorporating a handsome profit for you) that jet propels merchandise right off your shelves... and Sonic is not going to let you do all the selling alone. There's a powerful national advertising program in magazines such as SATURDAY EVENING POST, LOOK, CORONET, PLAYBOY, HOLIDAY, U.S. NEWS & WORLD REPORT, SPORTS ILLUSTRATED, EBONY, PLAYBILL, plus newspapers and radio that will bring customers right to the Sonic display in your store.

Write for attractive catalog of complete SONIC CAPRI phonograph and radio line.

# SONIC

## INDUSTRIES INC.

where the big new sound ideas come from  
19 Wilbur Street • Lynbrook, N. Y.

Every SONIC *Capri* product uses a



**CAPRI 510**

3-speed manual with heavy duty speaker in attractive 'no-break' pastel blue plastic cabinet.



**CAPRI 520**

3-speed manual with dual needle cartridge, heavy duty speaker, full range tone control, in handsome two-tone green or coral 'Slim Jim' cabinet.



**CAPRI 525**

Radio-phonograph combination, 3-speed manual with heavy duty speaker, 5-tube superhet receiver, in handsome two-tone green or coral cabinet.



**CAPRI 45X**

Portable 45 rpm automatic with hi-fi sapphire needle cartridge, heavy duty speaker, full range tone control in handsome scuff-proof green covered cabinet.

**For the Big, Big Profits in Phonographs SELL SONIC—America's Foremost Independent Manufacturer of Phonographs**

Distributors—there are still a few choice territories available.

Dealers—write for the name of your nearest distributor.



# INDEPENDENT PHONO LINE

## PROFIT LINE IN '57

*Printed Circuit Chassis for trouble-free performance*



**CAPRI 575**

High fidelity portable with deluxe 4-speed WEBCOR changer, ceramic dual sapphire cartridge, three speaker system, negative feedback amplifier with 20 to 20,000 cycle response at 2 watts, full range tone control, automatic amplifier and changer shut-off, modern, streamlined green and white or coral and white cabinet.



**CAPRI 565**

High fidelity portable with deluxe 4-speed WEBCOR changer, ceramic dual sapphire cartridge, three speaker system, negative feedback push-pull amplifier with 20 to 20,000 cycle response, full range tone control, automatic amplifier and changer shut-off, handsome luggage style cabinet, hand-stitched in rawhide or cowhide scuff-proof Texon.



**CAPRI 480**

Deluxe high fidelity table model with GARRARD 4-speed changer, ceramic dual sapphire cartridge, three speaker system, negative feedback push-pull amplifier with 20 to 20,000 cycle response at 5 watts, automatic amplifier and changer shut-off in custom mahogany cabinet. 480 Y—Limed oak. CAPRI 580—Same as 480 except uses a deluxe 4-speed WEBCOR changer, in mahogany. 580 Y—Limed oak.



**CAPRI 550**

Portable automatic with deluxe 4-speed WEBCOR changer, dual sapphire cartridge, two speaker system, hi-fi amplifier, full range tone control, automatic amplifier and changer shut-off in handsome two-tone forest green cabinet.



**CAPRI 560**

High fidelity portable with deluxe 4-speed WEBCOR changer, ceramic dual sapphire cartridge, two speaker system, negative feedback amplifier with 20 to 20,000 cycle response at 2 watts, full range tone control, automatic amplifier and changer shut-off in handsome two-tone platinum grey.



**CAPRI 565**

High fidelity combination radio-phono with deluxe 4-speed WEBCOR changer, ceramic dual sapphire cartridge, 5-tube superhet receiver in handsome two-tone forest green cabinet.

### HERE ARE SONIC EXTRAS TO GIVE YOU YEAR 'ROUND PROFITS!

Quality All-Transistor Radios to sell for as low as \$29.95.

**MODEL TR-500**—4 transistors, 1 diode in scuff-proof Texon case.

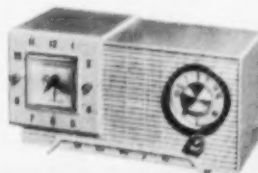
**MODEL TR-600**—6 transistors, 1 diode featuring push-pull amplifier, 4" speaker, Texon case.

**MODEL TR-700**—6 transistors, 1 diode, push-pull amplifier, 5" speaker, top grain cowhide case.



#### NEW! NEW! NEW!

Promotionally priced clock-radio in handsome two-tone decorator colors. Trouble-free printed circuit chassis.



### Same Water, But . . .



**COLD WATER WASH** was a necessity in washing machines 40 years ago to prevent leakage caused by soaking the tub's cyprus wood. Today cold water wash protects modern fabrics. In any case, there is a lot of difference between the machines of yesterday and those right off the assembly-line. George Engelmann, left, Maytag regional sales manager at Mt. Vernon, Ill., demonstrates differences in technique to Gene Irvine, owner of Irvine Appliance Co., Harrisburg, Ill.

### Electric Watches

A new portable electric appliance bowed in recently when New York City editors got their first glimpse of an electric wrist watch. Hamilton Watch Co. of Lancaster, Pa., sprang its watch without a main-spring at a press conference in early January.

No larger than a conventional wrist watch, the new time piece is the product of ten years of research, development, and testing. The first model, cased in 14 karat gold and available in January, retails for \$175. A gold-filled model, at \$89.50, will be available this month.

Hamilton president Arthur B. Sinkler pointed out that "the watch movement is so exquisitely engineered that a tiny energizer the size of a small shirt button will run it more than twelve months."

Sinkler also predicted that the watch would in time completely replace present-day automatic watches.

According to Dr. John Van Horn, Hamilton's director of research and development and the man for whom the watch has been named, the watch operates on chemical energy stored in the tiny energizer. This energy is converted into electrical power as it releases a stream of electrons through a coil of fine wire fixed on a balance wheel. This energy, through interaction with permanent magnetic fields, causes the balance wheel to oscillate. This oscillation is the mechanical energy which runs the watch.

# See NORGE'S to the Squeeze on



SEE THE MOST  
DARING VOLUME-  
PROFIT PROGRAM  
EVER OFFERED BY  
AN APPLIANCE  
MANUFACTURER...  
DEDICATED TO  
THE SURVIVAL  
OF THE  
INDEPENDENT  
DEALER!



The Norge Double-Indemnity plan means new-found assurance for the independent appliance retailer—both for the present *and* the future!

The Norge Double-Indemnity plan helps make you independent of the dictatorial policies that are restricting your profits today!

The Norge Double-Indemnity plan guarantees you full, healthy margins regardless of your size or whether your volume is large *or* small!

The Norge Double-Indemnity plan, by realistic pricing, strong products and promotion, helps you bring in more dollar volume!

# Realistic Answer Retail Markups!



## SEE THE MAN WITH THE PLAN...

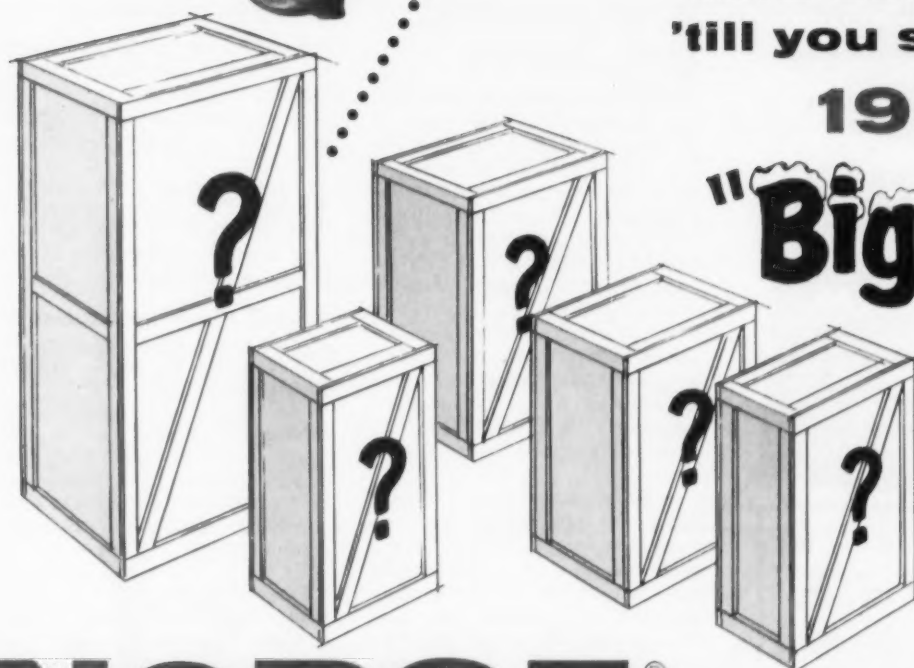
The business you save may be your own!

Get the whole, down-to-earth Norge "Double-Indemnity" story spelled out for you at your Norge Distributor's Merchandising Conference! Find out about the fallacy of "double-the-volume-at-half-the-markup" in the face of today's spiraling operating costs. Find out about Norge's *answer* to this battle of attrition that is being waged against dealer profits. You'll be surprised at what you'll find in that *brief case*!

• See him at your Norge Distributors Merchandising Conference—Feb. 8 to 11.

And don't buy refrigerators  
'till you see the All-New  
1957 NORGE

"Big Freeze" Line



Don't do *anything* till you've seen the shortest, hottest, most daringly priced refrigerator line ever to hit the industry. Hard to believe—you have to see it with your own eyes!

# NORGE®



is The Dealer Profit Line!

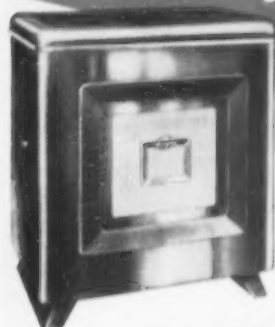
NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois. Canada: Addison's Ltd., Toronto. Export Sales—Borg-Warner International, Chicago 3, Illinois





## Look to the '57 MONOGRAM FRANCHISE

For the Biggest Opportunity in the  
Space Heater Business!



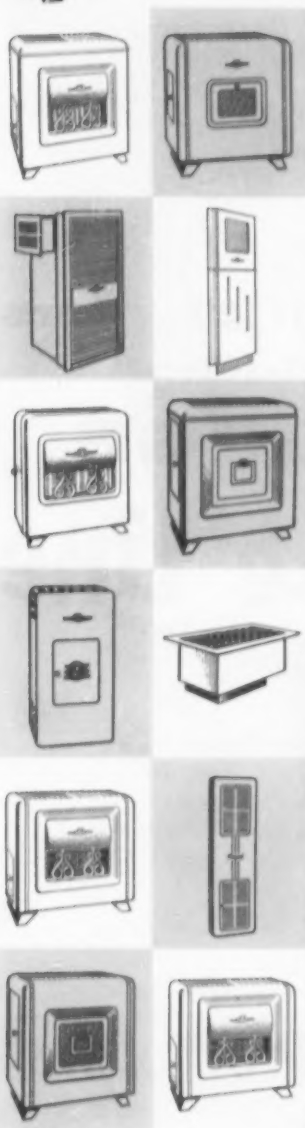
### WHY?

• ... because MONOGRAM's big line of heaters lets you meet the needs of every prospect in a space heater market. There are models for oil or gas in free-standing, wall, recess or floor installations. Heating capacities from 25,000 to 85,000 BTU's.

• ... because MONOGRAM has more SOLID selling features! Styling! Oil units operate without soot, smoke or odor—a MONOGRAM EXCLUSIVE! Low cost heating! TOTAL AREA HEATING (comfort circulation that matches most expensive "central" heating systems)!

• ... because MONOGRAM's big new advertising promotion is the most exciting campaign ever put on by a space heater manufacturer. Prospects will come to your store in droves... and they'll ask to see the MONOGRAM Heaters demonstrated! (If you're interested in the complete details of this exciting, sales building promotion just fill out the coupon below. No obligation!)

• ... because the MONOGRAM Coop Advertising program helps you build sales... make better profits!



**MONOGRAM**  
always means...  
• EXTRA PROMOTION  
• COMPLETE LINE  
• AMERICA'S FINEST HEATERS

Quincy Stove Mfg. Co., Quincy, Ill.

I would like to know more about the MONOGRAM Franchise and the MONOGRAM Heaters. ☐ Please have your salesman call on me. ☐ Send literature.

Store Name.....

Address.....

Town.....State.....

Present Heater Line.....

Signed.....Title.....

13-A



DETAILS of a 1957 electric water heater occupy Rudy Gerlinger, left, Gerlinger Equipment Co., Toledo, Ohio, and A. D. Vining, White's vice president for sales.

## White Chicago Showing

Heavy spending for ads and promotion will mark White Products Corp. 1957 activities. Their new product: a fully-automatic water softener

New products and new promotional plans took the spotlight when some 75 midwestern distributor representatives met in Chicago recently to see the 1957 line of White Products Corp.'s water softeners and heaters. The meeting was one of four held by White across the country.

The big news was the new automatic water softener. With cabinet styling similar to automatic laundry equipment, the new unit has a suggested list price of \$299.95. An adjustable capacity range allows from 450,000 to 750,000 grain exchange per salt refill. Salt dosage is adjustable from 4 to 10 lbs. per regeneration, while the regeneration interval is adjustable from once a day up to once a week as required. The unit uses 39 gallons of water per regeneration.

White announced that they are scheduling the biggest consumer advertising campaign they've ever tried. In their plans are increased use of *Better Homes and Gardens* magazine, *Good Housekeeping*, and the addition of space in *Household* magazine. White will also expand space in farm and builder magazines.

White's ad manager V. J. Anderson also introduced an incentive promotion for distributors. It's a three-level plan, with something for everybody at the distributor level, including the owners, the sales managers and the sales force. The plan includes both travel and merchandise offerings, with the expectations that top distributor executives will take the trips, and award the sales force with merchandise.

According to Anderson, the travel incentives will be given quarterly for 100 percent quota performance. The merchandise prizes will be awarded on the basis of units purchased, and distributors will have the responsibility of handing out the prizes.

### Manufacturer Briefs

• **Borg-Warner International Corp.** has licensed a New Zealand manufacturer to produce the Norge line of home appliances and expects to sign similar agreements in Germany and Italy.

• **Electric Parts Corp.**, Chicago, has announced plans for major expansion of its newly-completed plant in Georgetown, Kentucky.

• **Proctor Electric Co.** has increased manufacturing and warehousing facilities in its Maryland plant by 50,000 square feet.

• **Norge Division**, Borg-Warner Corp., reports that more than 1600 new dealers were signed during August and September and that present Norge dealers are expanding product lines at a record pace.

• **Tracy Manufacturing Co.**, Pittsburgh, has announced that it will continue to expand production of stainless steel sinks, counter tops, and cabinets. The newly-reorganized company recently completed the purchase of the Tracy Kitchen division of the Edgewater Steel Co.

To make a profit and keep it...

sell **REVCO**



**CC-207 CUSTOM CHEST FREEZER:** All-fast freeze interior—centrally located interior light—all-aluminum liner—non-conducting plastic breaker strip gives frost free top of cabinet interior—tight seal, safety lid—dry exteriors—space-saving design—3-way registered warranty.



**CRF-187 REFRIGERATOR AND FREEZER:** REFRIGERATOR: Fully automatic defrosting—giant pull-out crisper—pull-out shelves—deep-door shelf—departmentalized top door shelf—interior light. FREEZER: Larger ice cube tray section—pull-out drawers—drop-down drawer—auto-load frozen can dispenser—interior light—3-way registered warranty.

### • New Products

Revco, specialists in refrigeration presents the Model CC-207 big chest freezer, holds up to 668 lbs. yet is only 5 ft. wide, smaller in outside dimension than many 15-ft. freezers. Also, a completely new Combination Refrigerator and Freezer. Now a complete line of chests, uprights and the new combination.

### • New Approach

Get out of the rat race and go to the country. There, you, the independent distributor and dealer can breathe and live and grow. It's in the countryside market where most freezers have been and will continue to be sold. And—now—a great replacement market makes rural areas the best freezer market ever!

### • Powerful Demonstration

You sell freezers when you make the convincing exclusive Revco faster freezing demonstration. It proves the advantages of aluminum tubing bonded to aluminum liner to provide the fastest, most economical freezer action known. Owners appreciate saving on electricity—up to 39%\*.

### • Profit Protection

The Revco franchised dealer direct mail program automatically defines the market and identifies you as a Revco dealer. Completely frees you from "across the street" cut price competition on your Revco line. The Revco profit protection program will mean even more to you in 1957.

\*90° room temperature test proved that Revco's 26 cu. ft. freezers use up to 39% fewer kilowatt hours of electricity per day, per cu. ft. than other makes tested.

SELL  
THE **Revco**

LINE



Chest



Upright



Combination



Built In

SETTING TRENDS IN REFRIGERATION SINCE 1938

ELECTRICAL MERCHANDISING—FEBRUARY, 1957

### DEALER PROFIT PROGRAM

REVCO, Inc.  
Deerfield, Michigan

Dept. EM-27

I'm interested in your Freezer Dealer Profit Protection Program

Company name \_\_\_\_\_

By \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**WORLD'S GREATEST**

# **Admiral®** **a TRIP**



***Sell 'em Sam  
the Admiral man, says...***

**...with Profits from  
the Greatest Line in  
Air Conditioning!**

**Who's kidding who?** Sure, you can shuffle off to Sumatra or bask in the Bahamas while the other guy picks up the tab BUT—you know full well the cost comes out of your pocket in the end.

So sell with Admiral in '57...and take the greatest trip of all ...a trip to your bank with a pocketful of profits. (P.S...if you want to wander off to Waikiki, you'll have plenty of cash of your own to finance the deal!)

**"Choose from Admiral's short but complete  
line with models from  $\frac{3}{4}$  h.p. to 2 h.p."**



**TRIP OFFER!**

**sends you on  
to the bank**

**COOLS AN ENTIRE HOUSE!**



Admiral 2 H.P. SLIM LINE  
Window Air Conditioner with  
these Outstanding Features...

- Hideaway Control Panel
- 4 Directional Air Louvers
- Dial-Type Thermostatic Control
- Designed to Fit any Window

**Admiral**

**SLIM LINE**  
**AIR CONDITIONERS**

**WHAT COLOR!**

what features!  
C'est si bon!

WY@WY!!



it's the all-new 1957

**DEARBORN**  
**AIR COOLERS**

Your Dearborn representative is on his way now to show you and tell you all about the completely new line of Dearborn air coolers for 1957. Watch for him . . . he's got a "story" you'll want to see and hear.

Dollar-wise... it's  
**Dearborn**

DEARBORN STOVE  
COMPANY  
1700 W. Commerce  
Dallas, Texas

## Bumpy Ride



**CANADIAN WESTINGHOUSE** appliance division representatives find out what happens to home appliances in transit. A plexiglass-sided freight car was shunted at better than three times normal speed before the bracing inside began to splinter. The test enabled the men to detect weaknesses and to take steps to protect the appliances from danger and prevent dealer inconvenience.

## A Future for Independents

Specialization is no hindrance, Amana executives tell annual distributor convention; independent distributors' specialized selling plan is outlined

Amana Refrigeration, Inc., intends to continue as a specialized independent manufacturer in the refrigeration field because "the opportunity never was brighter for the independents in the appliance business who can provide consumers with superior products, sold by superior methods of specialized selling." This was the crux of the keynote message delivered recently by George C. Foerstner, the company's executive vice-president, at the annual distributor convention.

Foerstner also reported that 1956 "has been the company's best year in history."

An organization and plan for independent distributors was blue-printed at the meeting by vice president and assistant general manager Walter A. Wendler and general sales manager J. A. Rishel, Jr. Specialty organization was recommended as the most effective way to sell in Amana's three different fields: food plans, appliance stores, and builders' sales.

**Field Specialists.** Also announced were plans to broaden Amana's program of field specialists to assist dealers and distributors in organizing and executing specialty selling programs. Builder specialists and air conditioning specialists will be assigned to the field on a zone basis paralleling the present staff of

food plan zone sales specialists.

Sales manager Rishel termed the market of 1957 "opportunity unlimited." He said that "more and more appliances will be sold by fewer and fewer brand names."

W. J. Dickinson, Amana's director of food plan sales, contended that "the food plan still moves more than half the freezers sold in this country. This is the sales approach that has skyrocketed freezer sales from 210,000 in 1946 to more than one million in each of the past four years."

He also said that Amana will continue and accelerate its food plan zone sales program.

Joseph E. Guertin, newly-appointed director of builder sales, urged distributors to employ builder sales specialists to pursue the builder market successfully.

Merlin E. Morris, director of advertising and sales promotion, announced the largest advertising program in the company's history. The company will continue to sponsor the Phil Silvers Show on a 161-station CBS network and will also engage in a 200-page consumer and trade magazine advertising schedule.

To aid dealer promotion, there are promotion kits for freezers, freezer-plus-refrigerators, Deep-freeze units, and air conditioners.

Makes every electric shaver better!



# SHAVEX

Already known to millions...  
and now—the newest wonder of Waring!

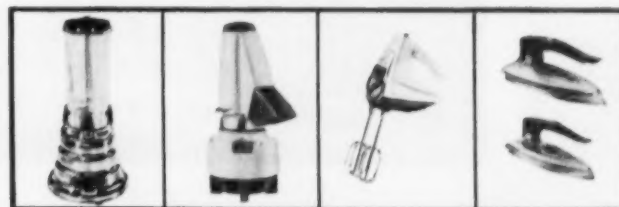
Who hasn't heard about Shavex! It makes any electric shaver 60-80% more efficient — gives a perfect shave like never before — faster, closer, smoother. And this tiny electronic marvel actually prolongs shaver life. Now, Waring adopts this fast-growing shaver accessory

and gives it all the advantages of the Waring name and Waring advertising. You'll see the Waring Shavex in Esquire, New Yorker and Holiday, *and this is only the beginning*. You'll hear the Waring Shavex sell itself on radio.

Sell Shavex and all the other Wonders of Waring — Blenders, Ice Jet, Mixor, Durabilt travel irons — fifteen star performers that make your store the showcase for the very finest of all small appliances.

**WARING PRODUCTS CORPORATION**  
25 West 43rd Street, New York City 36 • Subsidiary of Dynamics Corp. of America

WATCH FOR TWO MORE WONDERS OF WARING FOR '57!







## WALLACE JOHNSTON

# PICKS, PLANS....AND PROFITS

## ....from Electrical Merchandising advertisements

Wallace Johnston, President of Wallace Johnston Appliances, Memphis, Tennessee, has subscribed to ELECTRICAL MERCHANDISING for each of the twenty-five years that he has been retailing appliances, radios and television sets. The easy-going Past President of NARDA links his business progress to ELECTRICAL MERCHANDISING in these words: "We operate two stores, and to keep up with everything going on—to find out what the trends and changes are—we have always looked to ELECTRICAL MERCHANDISING for the facts and figures. I read the ads to get ideas to interpret into my own business, to look at and order lines . . . to help me in my own advertising. By getting the feel of the market in a matter of minutes I save time which can be used to cut costs. . . ."

### Sales Training Meetings . . . .

Wallace Johnston's sales staff average 17 years with him. He says, "ELECTRICAL MERCHANDISING serves us as a sales training tool. We use its product feature pointers, specifications, newest selling techniques and sales promotion ideas to make our sales training meetings mean that merchandise will be moved."

### Best Editorial Coverage . . . .

Time is important to Wallace Johnston, a prominent figure in Memphis business and civic circles. He is a leader in Rotary, Chamber of Commerce and is on NARDA's Executive Board. His civic activities include YMCA Board, Church Elder and member of Hospital Board. Business and social responsibilities require time, and he gains time by

taking advantage of ELECTRICAL MERCHANDISING's advantages: top editorial coverage combined with profit-proven sales ideas. Commenting on EM editorial content, Mr. Johnston said: "Best in the Industry. Larry Wray is well-versed in the Industry, has his hand on the pulse of it and knows what the score is." Important judgment from one of the country's top-ranked retailers who uses editorial content in his constant effort for business progress and expansion.

### Your Ad Gets Read Intentionally . . . .

Your advertising message in ELECTRICAL MERCHANDISING reaches Wallace Johnston and thousands of other leading dealers, distributors and buying factors in the appliance-radio-TV Industry who pay to read it. The close readership your advertising gets from these top-rated retailers and buyer/executives means that you can tell your product story to the top selective audience . . . a natural inasmuch as there is more selectivity in selling today. The *coverage* and *penetration* your advertisements achieve in ELECTRICAL MERCHANDISING match your market potential.

### Buy More "Reach and Read" . . . .

Audit Bureau of Circulation figures show that ELECTRICAL MERCHANDISING's paid circulation is the largest in the appliance-radio-TV Industry. Your advertising dollar buys more "reach and read" when it goes into EM. So, cut distribution costs while increasing your sales and parallel your field selling set-up by advertising in ELECTRICAL MERCHANDISING.

## Electrical Merchandising

**Alone** will cover the market **Alone**



A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.



## THE YEAR TO COME

### Prosperity Prospects

The heads of several appliance firms voiced various degrees of optimism about prospects for 1957 recently. Among these were Philco Corp.'s president James M. Skinner, Gibson Refrigerator Co.'s president C. J. Gibson Jr., and Westinghouse Electric Corp.'s president Gwilyn A. Price.

Gibson predicted another banner year in 1957. He expects his company's volume "will be 22 percent higher in 1957 than the 1956 level."

Skinner sees a high volume of business in a highly-competitive market for the television and appliance industries. "We have full confidence in the economic strength of the country and continued prosperity through 1957," Skinner said.

"Production and sales of television receivers should level off in 1957 at about the 7 million mark reached in 1956," he added. "Unit production will remain high due to increasing popularity of portable television receivers and the trend toward second sets in the home. However, the big volume of sales will be in lower priced receivers on which there is a smaller margin of profit."

Skinner sees the largest gains in 1957 in the fields of military and industrial electronics.

Price sees Westinghouse sales in 1957 setting a new record as a result of "vigorous planning, programming and promotion in 1956 and expectations of even better business generally next year."

### 650,000 Disposers

The 650,000-unit mark for garbage disposers is predicted for 1957 by Bertram Given, executive vice-president of Waste King Corp., manufacturer of household and commercial garbage disposers. This figure would be 18 percent over the record reached in 1956. The units, Given indicated, will cost approximately \$52 million at retail.

Given also expects sales of food waste disposers to increase from 20 to 25 percent each succeeding year until they reach 10 percent saturation of their potential national market, at which time their rate of public acceptance should be greatly accelerated.

Given estimated that 6.5 percent of the nation's homes currently boast sink-type disposers.

Given also said that the steady climb of dishwasher sales, coupled with heavy merchandising of dishwashers and disposers as companion appliances, is one of the most important reasons for the predicted 18 percent increase.

Waste King introduced its own

complete line of under-the-counter and free-standing dishwashers last year. The company claims to have produced almost one-third of the disposers now in use and expects to become the first manufacturer to sell its one-millionth unit soon.

The average retail price of a disposer has dropped from \$125 to \$80.

### Tape Recorder Boom

New records in tape recorder sales will be set in 1957, according to John Herbert Orr, president of ORRadio Industries, Inc.

Orr points to the 1956 sales record of his own company as indicative of the booming market for tape and tape recorders.

"There are two factors in particular which will contribute to the growing use of tape recorders in the home," Orr said. "One of these is the increasing use of the budget payment plan in merchandising tape recorders. The other is the vast improvements which manufacturers have made in their machines."

"There are other factors," he continued. "The advent of stereophonic sound has done more to widen interest in tape recording than anything in recent years. More manufacturers are turning out stereo equipment for hi-fi fans. Recorded tapes, too, are rapidly pre-empting the field from discs. More and more music fans are turning from discs to tapes."

Orr pointed out that dealers should train their salesmen in the operation and servicing of tape recorders. He cited articles in dealer publications indicating that dealers expect to put more promotional efforts behind tape recorders this year in anticipation of an expanded market.

### Washers Ahead

Refrigerators will jump back to 3.35 million units in 1957, but automatic washers will keep in front with a total of 3.5 million sales. This was the prediction made recently by Judson S. Sayre, president of Norge division, Borg-Warner Corp.

Sayre said that industry-wide sales of 11 major appliances would increase two percent in 1957, with refrigerators, automatic clothes washers and dryers, electric water heaters and built-in ranges showing increases. Dryers, he said, will gain about 300,000 units to set the pace.

"Next year," Sayre continued, "we believe the industry will be as stable as ever. What some call chaos is nothing more than the historical pattern of our industry. Mergers and consolidations are

## "Icircle" Action



SERVEL display in Omaha is 55 feet long and features the automatic action of making ice cubes, or "icircles," as Servel calls them.

characteristic of our competitive business in which an alert, fast-moving distributor-dealer organization is a must. Communications are vastly improved, and these days we have less than a 24-hour merchandising jump on competition.

Sayre contended that the economy is healthy; that the consumer is more feature-conscious than ever before; and that the consumer is more sensitive to the advantages of low-saturation appliances such as the automatic washer and dryer.

### 1957 Optimism

The future is bright for Frigidaire, according to Herman F. Lehman, the company's chief executive.

Lehman based his prediction on "the most enthusiastic acceptance" ever given the company's new major appliance line.

Lehman also told of a multi-million-dollar modernization and expansion program involving Frigidaire's five Dayton, Ohio, plants. The program includes construction of new buildings, improvements to old ones, and the installation of new production equipment.

Lehman said demand for 1957 Frigidaire products is "running ahead of production at this time."

In addition to the increased investment in Dayton, Frigidaire operations are being expanded on a global scale. Frigidaire household appliances and commercial refrigeration products are being made or assembled in 15 foreign countries.

### The Cold Facts

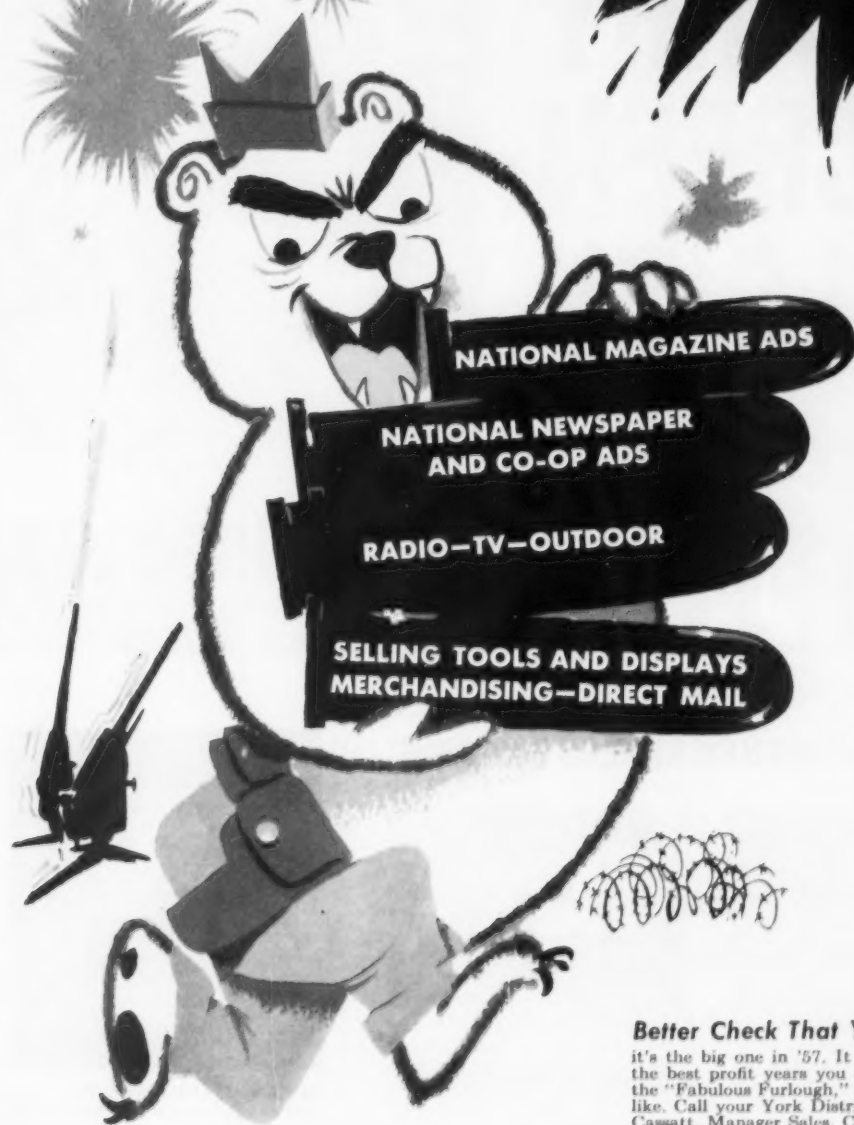


TOP OF THE LINE refrigerator, a 12.5-cu. ft. "upside down" model, is demonstrated by W. C. Johnson, center, Admiral Corp.'s vice president for sales, to W. H. Hennigh, left, of Hennigh's, Inc., Wichita, Kans. and R. T. Reese, BCMI Wholesale Distributors, Salt Lake City, Utah. Distributors were catching their first glimpse of Admiral's 1957 line in Chicago. They found two-toned interiors, straight-lined styling.



**BIGGEST  
ADVERTISING AND  
PROMOTION BOMB LOAD YET  
COMING YOUR WAY  
FROM YORK'S . . .**

# Second Front



**MILLION DOLLAR PLUS CAMPAIGN  
NOW READY FOR RELEASE . . . TO  
SOFTEN UP CONSUMERS FOR YORK'S  
AGGRESSIVE DEALER ORGANIZATION**

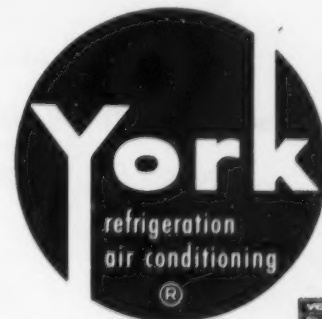
**York Dealers!** Watch for the big mass market pre-sell York is throwing behind you in 1957—with national magazine messages in Saturday Evening Post, Better Homes & Gardens, House Beautiful, Newsweek, This Week Supplement, many, many more!

**York Dealers!** Be on the lookout for powerful support in your own trading area . . . in the form of a complete new array of sparkling ad mats, radio and TV spots and outdoor advertising!

**York Dealers!** Get ready for the most complete merchandising program yet offered to air conditioning dealers—sales plans, selling centers, displays, sales literature for your place of business!

**Better Check That York Franchise . . .**  
it's the big one in '57. It can be the spearhead for the best profit years you ever had. Find out about the "Fabulous Furlough," a plus pay-off you'll really like. Call your York Distributor today or write Bob Cassatt, Manager Sales, Commercial Division, York Corp., York, Pa.

**Your FUTURE and FORTUNE Now Lies With York!**



York Corporation, York, Pa., Subsidiary of Borg-Warner

# RCA VICTOR ANNOUNCES REALLY EASY-TO-CARRY BIG-SCREEN PORTABLE TV FOR BIGGER PROFITS!



## MORE SALES-FASTER TURNOVER-WITH THIS NEW \$169.95 PORTABLE!

New shorter RCA "Silverama" 110-degree picture tube puts a bigger screen in a smaller cabinet! Here's a set that will sell on demonstration. New smartly styled compact design gives you selling features that put you ahead of the competition in the zooming portable market! Take a good look—then reach for the phone. Stock it—demonstrate it—you'll sell it!



New shorter picture tube makes it possible to cut inches off cabinet—makes it really easy to carry!

*Call your distributor today!*

Manufacturer's nationally advertised VHF list price shown. Slightly higher in far West and South. UHF optional, extra.

17" overall diagonal  
150 square inches of  
viewable picture

**SMALLER HERE**

RCA Victor Ensign, Model 17S709, \$169.95

**FEATURES LIKE THESE WILL MAKE THE RCA VICTOR "ENSIGN" THE HOTTEST THING IN PORTABLE TV**



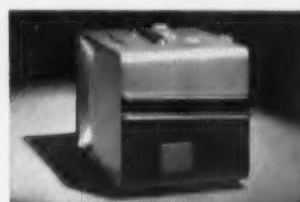
**Full-size V-type telescoping antenna** is built right in—gives excellent reception on all channels in normal signal areas. A feature you can demonstrate!



**Powerful cascade tuner** helps this portable perform like a console, eliminating "snow" and annoying noise interference. Another feature you can demonstrate!



**Luxury luggage-type leather handle** is beautifully balanced, fits the hand perfectly. It helps make this set the easiest carrying portable you've ever demonstrated!



**Smart two-tone color combinations** are right in tune with the trend to modern color styling. *Ensign* comes in garnet & gold, blue & gold, garnet & gray, ebony & gold.

**RCA VICTOR**  
TRADE MARK © RADIO CORPORATION OF AMERICA



**EVERY YEAR MORE PEOPLE BUY RCA VICTOR THAN ANY OTHER TV**

ELECTRICAL MERCHANDISING—FEBRUARY, 1957

PAGE 225



# \$150-Million Suit

Philco charges electronics "monopoly" in anti-trust suit leveled at RCA patent pool; company names four other manufacturers, asks treble damages

Philco Corp. filed suit in Federal court, Philadelphia, January 14, against "monopolistic practices in the operation of the RCA patent pool in radio, television and other phases of the electronics industry."

The 60-page complaint leveled charges at Radio Corp. of America, General Electric Co., American Telephone & Telegraph Co., and two of the latter's subsidiaries. The suit charged the five companies with violation of anti-trust laws.

Westinghouse Electric is listed as a co-conspirator in the suit, but not as a defendant.

Philco is asking for \$150 million in treble damages, charging that, on April 29, 1946, David Sarnoff, then president and board chairman of RCA, secretly intervened to prevent G-E from executing a royalty-free cross-license on patents with Philco.

The complaint also charges RCA with compelling Philco to sell its television broadcasting station in Philadelphia, WPTZ, by threatening to take away its affiliation with the NBC network. (On December 4, the Justice Department filed suit against RCA and NBC, alleging that they had conspired to obtain television stations in the nation's biggest cities. NBC was accused of using pressure to acquire the Philadelphia station in a trade deal with Westinghouse Broadcasting Co., to whom Philco had sold the station.)

Further allegations were made charging that "the entire field of electronics has been divided among the conspirators, who enjoy monopolies in their respective industries" and that, as a result of these monopolies, competitive research and development has been hindered, costs have been increased, and the number of manufacturers having the necessary facilities to carry out government research, etc., has been limited.

Philco also charged that "RCA's persistence in offering its color television sets for sale, despite the fact that they are not perfected . . . has substantially lessened Philco's sales of black-and-white . . ."

RCA lost no time in denying Philco's charges.

"The obvious purpose and intent of the litigation," the company said, "was to throttle the development of color television by reiteration of unfounded charges. . . . The RCA license to Philco expired as of December 31, 1954, and since that time Philco professed to be negotiating in good faith with RCA for a renewal of its licenses under RCA patents which they are currently using, including those used in color television."

The RCA spokesman also said that "only RCA has had the courage and faith in color television to spend \$100 million in pioneering and development to bring it to the American people."

## Design Award



**AWARD** for 1956 "Design in Hardwoods" goes to Motorola's director of design Herbert J. Zeller, right. Daniel MacMaster, director of the Chicago Museum of Science and Industry, presents the award, won for the design of the company's combination television and hi-fi phonograph.

## COLOR TV

The network schedules of color television for the month of February include the following programs:

- FEB. 1, 3-4 EST, NBC—NBC Matinee Theater**
- FEB. 1, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 1, 10:45-11 EST, NBC—Red Barber's Corner**
- FEB. 2, 8-9 EST, NBC—Perry Como Show**
- FEB. 3, 7:30-9 EST, NBC—"Ruggles of Red Gap," Musical Spectacular**
- FEB. 3, 9-10 EST, NBC—The Alcoa Hour, "The Big Build-Up"**
- FEB. 4-8, 3-4 EST, NBC—NBC Matinee Theater**
- FEB. 4, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 4, 8-9:30 EST, NBC—Producer's Showcase, "Mayerling"**
- FEB. 5, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 5, 8:30-9 EST, NBC—Noah's Ark**
- FEB. 5, 9:30-10 EST, CBS—Red Skelton Show**
- FEB. 5, 10:30-11 EST, NBC—Break the \$250,000 Bank**
- FEB. 6, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 6, 9-10 EST, NBC—Kraft Television Theatre**
- FEB. 7, 10-11 EST, NBC—Lux Video Theatre, "The Undesirable"**
- FEB. 8, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 8, 10:45-11 EST, NBC—Red Barber's Corner**
- FEB. 9, 8-9 EST, NBC—Perry Como Show**
- FEB. 10, 3-4 EST, NBC—NBC-TV Opera Theatre, "La Grande Breteche"**
- FEB. 10, 5:30-6 EST, CBS—Boing-Boing Show**
- FEB. 10, 9-10:30 EST, NBC—Hallmark Hall of Fame, "The Lark"**
- FEB. 11-15, 3-4 EST, NBC—NBC Matinee Theater**
- FEB. 11, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 11, 9:30-10:30 EST, NBC—Robert Montgomery Presents**
- FEB. 12, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 12, 8:30-9 EST, NBC—Noah's Ark**
- FEB. 12, 9:30-10 EST, CBS—Red Skelton Show**
- FEB. 12, 10:30-11 EST, NBC—Break the \$250,000 Bank**
- FEB. 13, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 13, 9-10 EST, NBC—Kraft Television Theatre**
- FEB. 14, 10-11 EST, NBC—Lux Video Theatre**
- FEB. 15, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 15, 10:45-11 EST, NBC—Red Barber's Corner**
- FEB. 16, 8-9 EST, NBC—Perry Como Show**
- FEB. 16, 9-10:30 EST, NBC—Emmy Awards Nominations**
- FEB. 17, 5:30-6 EST, CBS—Boing-Boing Show**
- FEB. 17, 9-10 EST, NBC—The Alcoa Hour**
- FEB. 18-22, 3-4 EST, NBC—Matinee Theater**
- FEB. 18, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 18, 8-8:30 EST, NBC—The Adventures of Sir Lancelot**
- FEB. 18, 9:30-10:30 EST, NBC—Robert Montgomery Presents**
- FEB. 19, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 19, 8:30-9 EST, NBC—Noah's Ark**
- FEB. 19, 9:30-10 EST, CBS—Red Skelton Show**
- FEB. 19, 10:30-11 EST, NBC—Break the \$250,000 Bank**
- FEB. 20, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 20, 8-9 EST, CBS—Arthur Godfrey Show**
- FEB. 20, 9-10 EST, NBC—Kraft Television Theatre**
- FEB. 21, 10-11 EST, NBC—Lux Video Theatre**
- FEB. 22, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 22, 10:45-11 EST, NBC—Red Barber's Corner**
- FEB. 23, 8-9 EST, NBC—Perry Como Show**
- FEB. 24, 5:30-6 EST, CBS—Boing-Boing Show**
- FEB. 24, 9-10 EST, NBC—The Goodyear Television Playhouse**
- FEB. 25-28, 3-4 EST, NBC—NBC Matinee Theater**
- FEB. 25, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 25, 8-8:30 EST, NBC—The Adventures of Sir Lancelot**
- FEB. 25, 9:30-10:30 EST, NBC—Robert Montgomery Presents**
- FEB. 26, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 26, 8:30-9 EST, NBC—Noah's Ark**
- FEB. 26, 9:30-10 EST, CBS—Red Skelton Show**
- FEB. 26, 10:30-11 EST, NBC—Break the \$250,000 Bank**
- FEB. 27, 3:30-4 EST, CBS—Bob Crosby Show**
- FEB. 27, 9-10 EST, NBC—Kraft Television Theatre**
- FEB. 28, 10-11 EST, NBC—Lux Video Theatre**

who's hit a new **high**



the answer is **EASY**

Hard to believe, but it's true!

Only EASY has an Automatic Washer that  
looks like, and out-performs others costing \$100.00 more!

- new Central Control timer dial
- modern 2 rinse-temperature dial
- full 9-pound family load size
- 3 wash-water temperature for any fabric
- powerfully gentle EASY-agitator action
- lifetime porcelain top

See the "high-cost-looking" EASY CAVALIER  
one of 4 new automatic washers being premiered  
at your **EASY DISTRIBUTOR** now!

EASY LAUNDRY APPLIANCES—Division of The Murray Corporation of America • Palmolive Building • Chicago, Illinois

## PROMOTION

# No Effort Involved . . .

. . . in managing the home of 1976, says Frigidaire head as he tells of film depicting the housewife's dream in imaginative full-color cartoons

The home of 1976 will lack the drudgery of housework and the monotonous parts of meal preparation. The homemaker will be able to sit down and press buttons for individual foods or use menu cards specifying the number of servings for each meal and the time the first course should appear. Specially-packaged fresh and frozen foods will be heated and served automatically at the appointed hour. Meal selections will be changeable over the telephone.

These are among the predictions of Herman F. Lehman, vice president of General Motors and head of Frigidaire, who declares "we are on the threshold of a new era of improved devices that will make the home of 1976 a pleasanter place to live."

Lehman says his organization has hundreds of scientists, engineers, and designers at work on such devices.

**Wall Bed.** Among other features of the home of 1976, as depicted in a new film released by Frigidaire, is an air-cushion bed which inflates as it comes out of the wall bringing with it a fresh, disposable, silk-textured paper sheet.

A radiant heating panel suspended above the bed makes blankets unnecessary even on the coolest nights, and an overhead TV monitor permits mother to keep an eye on the children in the next room.

The television telephone makes it possible for the homemaker to see the groceries as she orders them, and to see and talk to her husband as he reads the evening newspaper while riding home from work in his radar-guided motorcar.

A special closet-like device dry cleans junior's dirty play clothes, while junior himself is washed in a mildly-detergent "fog shower," followed by a spray of atomized emulsive oils and warm air blasts for drying.

**1976 Dishwasher.** There is a dishwasher employing inaudible sound waves to clean, rinse, dry, and sterilize dishes, and a range that cooks without getting hot.

These and other wonders are visualized in Frigidaire's film.

The 14-minute animated color picture, entitled "Living Unlimited," is available without charge for showing to school, civic, service, and church groups. Prints may be obtained from the General Motors Film Library, GM Building, Detroit.

**A HOUSE WITHOUT EFFORT** is conceivable by 1976, according to "Living Unlimited," a Frigidaire film in cartoons and in color.



From her desk in the kitchen, the homemaker may talk over her problems with her husband on the television telephone . . .



. . . as he travels home and listens sympathetically in a radar-guided motorcar, so easy to drive that he can read a newspaper . . .



. . . or she can set up the entire family's meals for an entire week in advance just by pushing a few buttons, and . . .



. . . sheets, linens, dishes, and utensils may be of throw-away materials that go into an all-purpose disposer thus lightening the cleaning load.

## SCHEDULED MEETINGS

### OPERATION HOME IMPROVEMENT

1st National Home Improvement Congress  
Tucson, Arizona  
Feb. 1-2

### WESTERN WINTER RADIO-TELEVISION & APPLIANCE MARKET

Western Merchandise Mart  
San Francisco, Calif.—Feb. 4-8

### EDISON ELECTRIC INSTITUTE

Electric Space Heating & Air Conditioning Committee  
St. Louis, Mo.  
Feb. 6-8

### HIGH FIDELITY SHOW

Ambassador Hotel  
Los Angeles, Calif.—Feb. 6-9

### EDISON ELECTRIC INSTITUTE

Dealer Coordination Committee  
New Orleans, La.—Feb. 7-8

### NEW ENGLAND HOME SHOW

Mechanics Building  
Boston, Mass.—Feb. 14-19

### HIGH FIDELITY SHOW

Hotel Whitcomb  
San Francisco, Calif.—Feb. 15-18

### NAT. ADEQUATE WIRING BUREAU

Wiring Conference  
Sherman Hotel, Chicago  
Feb. 21-22

### AMER. SOC. OF HEATING & AIR CONDITIONING ENGINEERS

63rd Annual Meeting  
Chicago, Ill.—Feb. 25-28

### 4TH NATIONAL ELECTRICAL INDUSTRIES SHOW

71st Regiment Armory  
New York, N. Y., April 8-11

### AMERICAN HOME LAUNDRY MFRS. ASSN.

Annual Meeting  
French Lick, Ind.  
April 14-17

### U. S. WORLD TRADE FAIR

New York Coliseum  
April 14-17

## "Kitchen Call"

Cabinets and built-ins will get third annual plug in U. S. Steel promotion slated for May; early trade paper push will spark campaign

"Kitchen Call" will boost steel kitchen cabinets and built-in appliances for the third year May 8-22. Symbol of the United States Steel promotion is a woman with a high-style hat carrying the slogan, "Call for a Kitchen Styled in Steel."

Television and newspapers will bring the message to consumers. In addition, U. S. Steel is offering consumers a free Kitchen Planning Book and a listing of steel kitchen equipment dealers. The listing will contain the names of all dealers who individually request a free "Kitchen Call" promotion kit. It will list cities and the brands of steel cabinets and built-ins they sell.

Featured in this year's consumer advertising is a quiz, "Can Your Kitchen Pass This Test?" Using cartoon illustrations, the 1000-line ads will run in 185 newspapers which cover "U.S. Steel Hour" markets.

"U.S. Steel Hour" commercials on the promotion will reach 20 million viewers twice on May 8 and again on May 22.

**Trade Papers.** Trade paper activity will begin early, with 32 ads slated for 9 trade papers during the four months prior to the promotion. In addition, a service kit of editorial material and advertising aids will be offered to assist newspapers in stimulating local promotions. A special kit will also be available to television stations. Re-



tailers can obtain point-of-sale material.

U. S. Steel will also direct mail to 10,000 retail merchants and distributors, 55 manufacturers, 2500 banks having consumer credit departments, 2500 gas and electric companies, 135 "U.S. Steel Hour" TV stations and 1800 newspapers.

U. S. Steel hopes for tie-ins by manufacturers, distributors and dealers, newspapers, television stations, banks, and gas and electric companies. All who participate will be encouraged to use the "Kitchen Call" symbol and slogan in every way possible.



where is she  
**running?**

the answer is **EASY**

why  
is she running?

because—what Easy's going to help you  
do for her legs will create plenty of customers  
in your store when you introduce  
your fabulous, new  
**1957 EASY AUTOMATIC WASHER LINE!**

If you've got a premium that's going to appeal to women  
without involving a size inventory problem—  
shoot me the details and a free sample so I can  
test its traffic-pulling power on my wife!

what's the  
deal?  
mail  
this  
coupon...  
...get the details!

To: Parker H. Ericksen, Easy Laundry Appliances  
Division of the Murray Corporation of America  
Palmolive Building, Chicago 11, Illinois

EA-27

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ COUNTY \_\_\_\_\_

MY EASY DISTRIBUTOR IS \_\_\_\_\_

Please accompany coupon on your business letterhead or in company envelope



**EDWARD J. HURLEY**, Detroit Edison Co.'s director of residential and rural sales, addresses the Live Better Electrically Women's Conference at Chicago's Edgewater Beach Hotel, January 10 and 11. To Hurley's left are Marion E. Ryan of the Detroit Edison Co. and Ted Churchill of EEI.

## Women's Role

**Live Better Electrically Conference highlights home service women as a sales power, calls for more of them in the field, coordination of activities**

The first Live Better Electrically Women's Conference was held in Chicago, January 10-11. The importance of the home service woman as a sales power in the residential field was highlighted.

Edwin Vennard, vice president and managing director of Edison Electric Institute, hailed home service women representing utilities, manufacturers, and trade associations as major selling influences for electrical kitchens and laundries, home lighting, and wiring.

Mary Webber, residential lighting specialist for General Electric Co., Cleveland, called for more women to enter the home lighting sales field.

"There is a definite place for women in selling home wiring," Frances Armin, director of education and promotion for the National Adequate Wiring Bureau, added. "Housewives often prefer talking to another woman about wiring because they know she will talk in non-technical terms easy to understand."

Coordination of activities was urged. The EEI Sales Promotion Calendar, National Electrical Week, Housepower, Live Better Electrically, and "Better Light, Better Sight" campaigns were among programs cited to achieve greater sales impact in the home service field.

R. L. Coe, resident sales manager of Union Electric Co. of Missouri, urged inter-industry coordination to serve the end goal of women's interests.

The two-day meeting, sponsored by the home service committee of EEI, marked the first time that the electrical industry has ever convened to "pool" ideas serving women consumers and coordinate activities of women who sell the consumer.

## New Literature

A wallet-size folder which illustrates in color the full Mitchell Manufacturing Co. line of air conditioners and also has a trade-in calculator is being distributed to appliance dealers by the company.

Corrosive control and balance in year-around air conditioning systems are discussed in a new heating and air conditioning booklet prepared by the Pernaglas division, A. O. Smith Corp. A copy may be obtained by writing to the company in Kankakee, Ill.

*Better Homes & Gardens' 1957 Home Furnishings Ideas* book went on sale January 15. The 202-page book is filled with solutions for decorating and furnishing problems. It will retail for \$1.25.

A new edition of the RCA Receiving Tube Manual, revised, expanded, and brought up-to-date, has been prepared by the RCA tube division. Copies may be obtained from RCA tube distributors or by sending 75¢ to Commercial Engineering, Tube Division, Radio Corp. of America, Harrison, N. J.

A booklet entitled *Important Facts About Porcelain Enamel* is

being made available by Youngstown Kitchens division of American-Standard to its distributors and dealers.

More than 150 Standard Publications developed by subdivisions of the National Electrical Mfrs. Assn. are described in a 17-page booklet available without charge from NEMA's headquarters, 155 E. 44th St., New York City 17, New York.

## Tax Handbook

A *Standard Handbook of Business Tax Techniques*, prepared by J. K. Lasser Tax Institute, is available from the McGraw-Hill Book Information Service, 327 W. 41st St., New York 36, N. Y. A monthly supplement, *The Lasser Business Tax Techniques Letter*, reports changes and rulings that offer tax benefits or require fresh planning.

## On Television and...



**LIVE BETTER ELECTRICALLY'S** closed circuit telecast took place January 30. Here, Mark Daniels, producer, discusses the preliminary script and camera angles with TV stars Gisele MacKenzie and John Daly. The program reported on first-year accomplishments and outlined plans of action for 1957. It was piped to 60 cities and seen by some 35,000 businessmen in electrical and allied fields who had gathered especially for the event.

## ... in the Newspapers



**FALL PROMOTION** of Live Better Electrically by Virginia Electric & Power Co. resulted in participation by 56 weeklies and dailies. All of the 56 special sections appeared during the first week of November.

## Promotion Briefs

• **A. C. Weber & Co.**, distributor of Pfaff sewing machines, is offering a two-fold incentive bonus plan to dealers. The plan features U.S. savings bonds and life insurance policies with the premiums paid by the distributor.

• **The "Spring Selling Spree"** of Landers, Frary & Clark features four specialized promotions. Included are offers of Daze Ice Crushers free with Mixablands and free covers with large-size automatic frying pans. Two baker's dozen deals are also planned, giving retailers thirteen for the price of twelve on purchases of Universal Steam 'N Dry Irons and toasters.

• **General Electric Co.**'s portable appliance department offers a series of six new seasonal displays forming a January-through-June "display-a-month" packaged promotion. Designed to combine paper sculpture, window cards and the appliances themselves into attractive, timely window displays, the package includes material for six windows, costs \$18.

## Tie-Ins

Tie-in promotions are being planned between Princeton Knitting Mills, New York, and Easy Laundry Appliances, Chicago, and by Brother Sewing Machines and Caloric stoves, which are being offered as prizes in the national Mojnd Treasure Chest Contest.

The Princeton-Easy tie-in will involve a "Fabulous Fabrics" campaign, a twin advertising, merchandising, and publicity push with the Easy Combination unit being featured as insuring "washability" and "dryability" for Princeton's fabrics line.

Another tie-in will be a special display kit linking National Electrical Week with a Valentine's Day gift promotion.

## Ike Praises OH

Presidential congratulations have gone to Albert M. Cole, Housing and Home Finance Agency Administrator, for the work of the building and lending industries in making 1956 a successful "Home Improvement Year."

President Eisenhower also predicted that 1957 will be a "banner year for Operation Home Improvement."

Cole, passing on the message to oh's board of directors, stated that a "tremendous amount of valuable work has been accomplished" by Operation Home Improvement in the expansion of the home improvement industry.

## Star-Gazing



**"LOLA GETS WHAT LOLA WANTS."** Lola is Sherry O'Neil, star of the road show of "Damn Yankees." Sherry is telling Arnold VerLee, Easy Laundry Appliances executive, that every girl wants an easy washday. She is leaning on Easy's 1957 washer-dryer combination.

## \$5.9 Billion in '56

RETMA's Baker reports 15 percent radio-electronics-television industry gain in 1956, sees things 10 percent better in 1957

The radio-electronics-television industry registered a 15 percent growth in 1956 and can expect to increase another 10 percent in 1957, according to Dr. W. R. G. Baker, president of the Radio-Electronics-Television Mfrs. Assn.

Baker said, in his year-end statement, that the industry will approach the \$5.9 billion mark in 1956 in terms of production and sales. When distribution, servicing, and broadcasting revenues are added, this figure nears \$12 billion.

Baker noted, however, that television receiver production leveled off. Nevertheless more than seven million sets were sold, making 1956 one of the best four years in television production history.

Baker also noted that portable TV accounted for 22 percent of the total sales figure. Color TV also gained a foothold.

**Stabilization.** Strong competition, he said, has led to consolidation in the areas of consumer goods and electronic components. He claimed that, although this has left the industry with fewer companies, the ultimate effect has been a general industry-wide stabilization.

A bright spot was seen in radio sales, which increased about 20 percent over 1955. Car radios, on the other hand, declined 25 percent. Portables were seen leading the field with a 40 percent increase.

Phonographs, particularly hi-fi, should continue to be in good demand.

Looking to the future, Baker concluded, the radio-electronics-television industry seems assured of a constant, vigorous growth.

Another RETMA spokesman, meanwhile, told the U. S. Chamber of Commerce that "the greatest strides this year were made in industrial and military electronics although radio receiver sales rose sharply in 1956." James D. Secrest, the association's executive vice president, added that the entire income of the electronics industry will reach \$22 billion by 1966.

He also said that "the outlook for 1957 is that at least another seven million black-and-white television receivers will be made and sold and that color TV set sales will total several hundred thousand."

Earlier in December, the association asked Congress to remove the excise tax on all-channel television receivers and color TV, and to reduce the present 10 percent tax on radio and television sets in half.

## Chicago Fair

Westinghouse, Hotpoint, and Sunbeam will be among the exhibitors at the Chicagoland Fair, a business, industrial, and cultural

exposition slated for the city's Navy Pier next June 28-July 14.

The fair, sponsored by the Assn. of Commerce and Industry, will feature five miles of exhibits and pageants saluting Chicago. Hundreds of companies are expected to display their products and services.

Attendance is estimated at a possible 500,000 persons.

## Association Briefs

• **ORRadio Industries, Inc.**, Opelika, Ala., manufacturers of recording and video tape, has been confirmed as a general member of the Institute of High Fidelity Mfrs. The Elektra Corp., New York City, was also admitted as an associate member.

• **Ken Stucky** of Stucky Bros., Ft. Wayne, Ind., has been appointed chairman of National Appliance Radio-TV Dealers Assn.'s 1957 nominating committee.

• **The National Electronic Distributors Assn.** has increased its membership by approximately 24 percent in a drive climaxed by its September Membership Month. Several chapters virtually doubled their membership.

• **H. Thomas Hallowell, Jr.**, president, Standard Stressed Steel Co., Jenkintown, Pa., has been re-elected president of the American Standards Assn.

• **Directors of the National Housewares Mfrs. Assn.**, Chicago, have voted to refund 25 percent of exhibit fees to exhibitors in the NHMA National Housewares summer show held in Atlantic City in July.

• **B. J. Hank**, president of Conlon-Moore Corp. and 1956 president of the American Home Laundry Assn., has been reelected association president for 1957.

• **Newly elected directors of the Vacuum Cleaner Mfrs. Assn.** are Edward F. Mulhern, president, Birtman Electric Co., Chicago; John A. Kemper, vice president, Scott & Fetzer Co., Cleveland; and Paul Boggs, vice president, Electrolux Corp., New York City.

• **Over 40 manufacturing firms**, both Radio-Electronics-Television Mfrs. Assn. members and non-members, are participating in the Hagerstown, Md., educational television project. The system serves approximately 4000 pupils.

• **The National Alliance of Television & Electronic Service Assns.** awarded their 1956 "Friends of Service Management" award to CBS-Hytron, electron tube manufacturing division of CBS.



# NORELCO starts



**New Norelco Speedshaver.** The world's greatest shaver—25% faster—the new 1957 Norelco Speedshaver with power-plus. The same distinctive design, tested Rotary Action, gentle touch, that have made the name Norelco synonymous with precision shaving the world over—but with extra power, to achieve more efficiency, at the same price! Dollar for dollar, this is the biggest bargain in electric shaving history . . . added incentive to make 1957 your biggest Norelco year yet. \$24.95 retail. Model SC7830. AC/DC



**New Norelco Sportsman**—the famous utility shaver at a new low price! This amazing shaver works on batteries or plugs into a car lighter, comes in a new plaid wallet. Now only \$24.95 retail. Model SC7777

## HERE'S WHAT NORELCO WILL DO TO

**Magazine advertisements**—opening with Look spread on sale February 19, followed by full pages and spreads in Life, Look, American Legion, Time, and Saturday Evening Post.

**Big national radio campaign**—will reach millions of new prospects for Norelco.

**Spectacular point-of-sale aids**—window displays, hard-selling counter cards and other sales help to work for you!



# a 4-alarm fire...

## with the fastest "Speedshaver" ever!

Norelco's new line of Rotary electric shavers is the hottest news in the business for 1957. The outstanding shaver with world-tested Rotary Blades now adds power-plus performance!



### New Norelco Debutante

—new, popular-priced grooming aid for the girls. Dusts off unwanted hair as gently as a powder puff. With new super-speed motor. Retail at only \$17.50. A real sales booster. Model SC7780. AC/DC



### New Lady Norelco—Queen of

all ladies' electric razors, the ultimate in feminine grooming. Delicately colored in Nassau pink, this faster-than-ever twin-header rings up bigger-and-better sales. \$24.95 retail. Model SC7784. AC/DC

### HELP FIRE UP YOUR SALES!

**Free advertising service**—featuring a complete mat program, television commercials and radio scripts; yours for the asking under our 50-50 cooperative advertising plan.

It means that Norelco, with its new, improved shaver line, is going all-out in 1957 to help you move to greater sales heights than ever before. It means that Norelco, with your help, can establish new sales records in an evergrowing field. It means more money in your cash register!

ELECTRICAL MERCHANDISING—FEBRUARY, 1957



**ORDER NOW...**  
**STOCK UP...**  
**TIE IN...**

# NORELCO

Precision Rotary Electric Shavers

NORTH AMERICAN PHILIPS COMPANY, INC.

100 E. 42nd Street, New York 17, New York



## This Model House

in Newport News, Va., attracted 38,000 visitors during the two weeks it was open to the public last fall, and it . . .

## Served as Showroom for Appliance Dealers

who were urged to bring their own prospects out to the house for a first hand taste of electrical living



**MAN BEHIND IDEA** of a showcase house was Fred Christy (above) of Centralite Supply. He did everything possible to encourage dealer use of the unique showroom. Various brands of appliances were used so that every dealer would find at least one of his lines represented. Dealers could conduct their own prospects through house or Centralite personnel (like Christy below) handled demos, then referred visitors to local dealers.



Almost in the man bites dog category of news is a situation in which appliance dealers use a model house as a sales room.

It's been tried successfully, however, in Newport News, Va. What's more, the success of the first trial last October has led four more builders in the area to schedule similar showings.

The idea is the brainstorm of Fred Christy of Centralite Supply Co. in Newport News. Christy says he conceived the promotion to "sell adequate wiring" but builders find it also sells houses and appliance dealers are enthusiastic about the idea.

When the Christopher Shores development was opened last fall Christy persuaded the builder to equip one as an "all electronic home" and to use it as the project's model house. He then made arrangements for local dealers and contractors to use the same house as a display center.

Among the features shown in the house were: two yard lights plus an electronic post light, a

door answering speaker system, six weather-proof outside receptacles; two recessed lighting fixtures in the living room with dimming controls; an all electric heating and air conditioning system; an intercom with AM music in every room; an electric fire alarm system; a bathroom heater; built-in refrigerator-freezer, range, mixer-blender-knife sharpener, dishwasher and food disposer; an 80 gallon electric water heater; and a washer-dryer combination. The house has 200 ampere service on two meters.

Centralite used newspaper advertising and direct mail to invite the public to inspect the house. Dealers were given a preview demonstration of the house and invited to bring their own customers out and use the model home as their own showroom. The house was open to the public for two weeks and in that time about 38,000 persons visited it. Centralite's own salesmen were on hand and referred those interested to local dealers and contractors for more information.

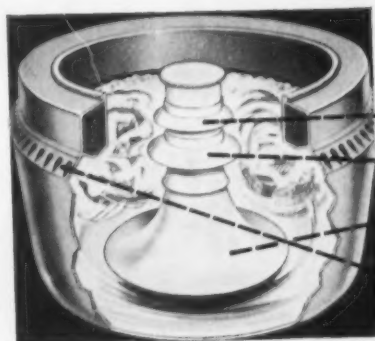


Sparked by the Hottest Selling Story in the Business!

# **Frigidaire Proves It's the** **WORLD'S** *Savingest* *Sellingest* **WASHER**

## **WOMEN WANT CLEAN CLOTHES—**

**Frigidaire RUB-FREE Action Gets Clothes 38% Cleaner**



### **HERE'S WHY—**

**It's Built in! It's Automatic!**

- LINT CHASER**—"sweeps" lint, dirt and scum out of the clothes—through 90 Lint Exits.
- CLOTHES CIRCULATOR**—guards against bunching and tangling.
- WATER ENERGIZER**—multiplies the cleaning power of detergents, gets clothes cleaner, without rubbing.
- LINT EXITS**—through which lint, dirt and scum float down the drain—never to return. No filter trap to clean.

—than the average of 6 other leading washers, and cleanest of all, by far. Tests proved it. These tests were made by one of America's great independent testing laboratories, under identical conditions of time, temperature, detergent and soil, using hard-to-clean cotton fabrics. RUB-FREE Action is exclusive—washes cleanest of all—and is a power-packed, sales-packed *Plus* for Frigidaire Washers.

## **WOMEN WANT SAVINGS—**

**and the Frigidaire Washer piles 'em up-up-up**



**SAVES HOT WATER**—up to 9 gallons on every wash load, 1800 gallons a year—without re-use of dirty wash water.

**SAVES DETERGENT**—up to  $\frac{1}{2}$  cup with every wash, 21 good-sized boxes a year. Enough to do 156 extra washes.

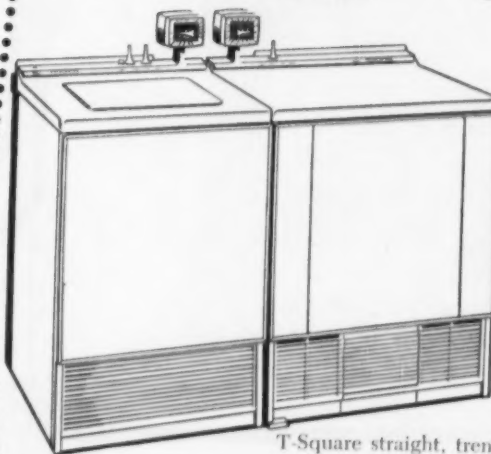
**SAVES TIME**—does 3 loads while many other washers do only two. Saves drying time, because Rapidry Spin whirls out pounds more water. Saves electricity, too.

**SAVES CLOTHES**—gets every inch of every piece radiantly clean without rubbing. Clothes last longer.

**SAVES FILTER CLEANING**—Float-Over Wash and Rinse automatically gets rid of lint, dirt and scum filter traps miss. No filter is needed.

## **WOMEN WANT FREEDOM OF CHOICE—**

**Frigidaire has a model for every budget**



Models WI-57 and DI-57

Five superb new washers, all with such famous Frigidaire selling points as Rub-Free Washing Action, Float-Over Wash and Rinse, Rapidry Spin—and a dozen more. Each one with a matching Electric Dryer loaded with special Frigidaire features.

## **WOMEN WANT STYLING—**

**Dramatic Frigidaire Sheer Look fits in, looks built in.**

T-Square straight, trend-setting styling, the Sheer Look fits in with standard cabinets. Here are freestanding appliances that give a custom-planned look without custom-planned costs. Five glamorous colors, including the exciting new Charcoal Gray.

**And the Biggest Laundry Ad Push in Frigidaire History Is Telling the World About It**

**'57 FRIGIDAIRE**  
**HOME APPLIANCES**



FRIGIDAIRE—Division of General Motors

REFRIGERATORS • ELECTRIC RANGES • AUTOMATIC WASHERS • ELECTRIC DRYERS • FOOD FREEZERS • DISHWASHERS  
 DISPOSERS • RESIDENTIAL, ROOM AND COMMERCIAL AIR CONDITIONERS • DEHUMIDIFIERS • ELECTRIC WATER  
 HEATERS • GAS- AND OIL-FIRED FURNACES • BUILT-IN WALL OVENS, COOKING TOPS AND FOLD-BACK SURFACE UNITS

THESE SENSATIONAL NEW ZENITH PORTABLE TV'S

# RATED BEST

## GENUINE BIG SET PERFORMANCE

even in fringe and difficult signal areas



L. C. Truesdell  
Vice Pres. and  
Director of Sales

Dear Mr. Dealer:

We are proud that a leading independent testing laboratory has rated Zenith's sensational new 14" portable TV **BEST** for overall performance—even in fringe and difficult signal areas.

The sensational sales record of our new 14" portables proves that customers demand and buy portables that give big set performance.

Now we are pleased to introduce outstanding BIG SET PERFORMANCE in a complete new line of truly outstanding 17" portable TV receivers.

These new 17" receivers together with the 14" portables give you genuine big set performance you can really recommend to your customers.

You can expect and you will get as good overall picture quality in these exceptionally fine 17" portables as in most 21" receivers.

See your distributor now and see genuine big set performance in Portable TV where quality is never sacrificed for a price tag and where it will continue to be our aim to bring you the best in quality at a fair price on which you can make a fair profit.

Very truly yours,

*L. C. Truesdell*

Vice Pres. and Director of Sales

## NEW 14" Portables



MODEL Z 1512 J Lightweight Aluminum in Brown and Cream Colors

MODEL Z 1510 L Lightweight Metal in French Beige

MODEL Z 1511 B Lightweight Metal in Turquoise and White



**EASY TO CARRY—TWO WAYS**

- Carry with picture tube UP for protection with swing-into-position handle . . . or
- Carry with side finger grip handles

## Compare Zenith with any other portable TV

**Compare** 2 SELENIUM RECTIFIERS—NOT 1

Helps boost picture voltage. Provides more realism. Adds crispness and clarity.

**Compare** GENUINE CASCADE TUNER—NOT A PENTODE

The more expensive Cascade Tuner improves signal sensitivity. Gives better signal-to-noise ratio. Insures less "snow" in picture.

**Compare** EASY-TO-SERVICE METAL CHASSIS—NOT PRINTED CIRCUITS

To meet Zenith quality standards Zenith Portables have metal chassis—circuitry of firm, expandable copper wire. Never the faulty, hard-to-check printed circuits.

**Compare** 3 I. F. STAGES—NOT 2

With Zenith there's no compromise with picture detail or sensitivity. Three stages of I.F. give greater picture pulling power and clarity near in or far from the station.

**Compare** UP TO 14,500 VOLTS OF PICTURE POWER—NOT 10,000

The extra power behind every Zenith Portable TV picture means brighter performance, greater contrast, sharper focus.

**Compare** PRECISION-CAST ESCUTCHEON—NOT METAL STAMPINGS

Zenith Portables "look" like quality, "feel" like quality.



SET THE PACE IN PERFORMANCE, STYLE, DESIGN!

..... for over-all performance by a  
leading independent testing laboratory

**JUST OUT**

**ADVANCE DESIGN IN**

# **NEW 17" Portables**



MODEL Z 1819 JZ in Bronze and Winter White; lightweight aluminum; Dipole antenna

MODEL Z 1817 GZ in two tone Dover White and Castle Gray; metal cabinet; pull-out antenna

MODEL Z 1817 LZ in Copper Mist color; metal cabinet; pull-out antenna



**SEE YOUR ZENITH DISTRIBUTOR FOR HIS SENSATIONAL  
NEW PORTABLE TV SALES STIMULATOR PROGRAM**

IN EVERY PRODUCT  
THE QUALITY GOES IN  
BEFORE THE  
ZENITH NAME GOES ON

# **ZENITH**

ZENITH RADIO CORP.  
6001 W. Dickens



Chicago 39

**The Royalty of RADIO, TELEVISION  
and HIGH FIDELITY**



## Progress Show

Cincinnati, Ohio, will play host to an Electrical Progress Exposition Feb. 9-17, 1957. The exposition will be held at Cincinnati Gardens.

Exhibitors and visitors to shows of this type presented nearly 20 years ago in Cincinnati remember them as being vital factors in putting the area ahead of the nation in appliance saturation, according to a Cincinnati Gas & Electric Co. spokesman.

"The Cincinnati Electrical Assn. and the three Cincinnati daily newspapers, *Times-Star*, *Post*, and *Enquirer*, are cooperating in bringing back to life the homemaking show sensation of prewar years," J. Reed Hartman, general chairman, announced.

The general committee reports that attendance is expected to exceed 100,000. Details and reservations for booth space may be obtained by contacting The Cincinnati Electrical Assn., 1106 Fifth Third Bank Bldg., Cincinnati 2, Ohio.

## Wringer Sales

The advantages of displaying wringer washers were pointed out recently by Harold P. Bull, vice president of Norge division, Borg-Warner Corp.

Bull said in a special report last month that two of every ten housewives who set out to buy a wringer washer end up with an automatic washer.

Bull reported, however, that Norge wringer washer sales to dealers were 19.8 percent ahead of the corresponding record ten months of 1955, as compared to an industry loss of 0.6 percent.

"So far," he said, "9,265 dealers bought wringer washers, compared with a total of 7,000 purchasers at this time last year, a gain of 32 percent. Clearly, the preference for automatic home laundry equipment has resulted in more sales for wringer washers. And, conversely, the dealer sells more automatics when he does not drop wringer washers from his floor."

## Utility Bows Out

In a letter to appliance dealers and distributors in Kansas City, Mo., Karl Koerper, vice president of the Kansas City Power & Light Company, announced that the utility would no longer sell appliances.

It was felt, he said, that the merchandising job can best be accomplished, at the present moment, by retailers and distributors in that city.

The utility will continue to work with the industry in promotions.

## RADIO-TV

### Color in the Red

**RCA loses \$6.9 million promoting color TV last year, but Sarnoff remains optimistic, sees modest profits during second half of 1957**

The Radio Corp. of America sold only half as many color television sets as expected last year, but the company chalked up its \$6.9-million loss as "a reasonable expenditure" and hoped for a profit sometime in 1957.

In an end-of-the-year report, Brig. Gen. David Sarnoff, chairman of RCA's board, stated that the company had sold and delivered 102,000 21-inch color TV sets as of the end of December (slightly over half of the early-in-the-year estimate of 200,000). Sarnoff said that the total factory billing price amounted to approximately \$58 million.

Net loss of all RCA color activities for 1956, Sarnoff said, amounted to approximately \$6.9 million. He added that he thought this a reasonable expenditure to lay the foundation for a promising business.

"RCA's goal for color television in 1957," Sarnoff stated, "is to produce and sell 250,000 color sets, to double the number of color programs on the air, to attract sponsors to the new and productive medium, and to encourage others in the industry to enter the field."

Sarnoff foresees a modest profit on color sets and tubes in the second half of 1957. Thereafter, he thinks, profits should be substantial.

It was also revealed that RCA business volume for 1956 totalled approximately \$1.125 billion, an increase of about six percent over 1955 and exceeding a billion dollars for the second time in the company's 37-year history. Estimated profit, before Federal income taxes, was \$80 million.

Sarnoff attributed the decrease in profit this year (\$2.60 per common share as against last year's \$3.16 a share) to higher costs of labor and materials and the lower prices of black-and-white TV sets and tubes.

During 1956, RCA spent nearly \$60 million on improvements and expansion of facilities, according to Sarnoff.

John L. Burns, a senior partner in a New York management consultant firm, has been elected president of Radio Corp. of America. He succeeds Frank M. Folsom, who has served as RCA president since 1949.

The change was announced on January 16. Folsom was simultane-

ously elected to the new post of chairman of the executive committee of the board.

Brig. Gen. David Sarnoff continues as board chairman and the company's chief executive officer.

## Five Years Behind

Europe is at least five years behind the U.S. in its television equipment and programming, according to Ben Snyder, president of Snyder Mfg. Co.

Snyder recently completed a month's tour of western Europe where he visited electronics plants, television parts factories, and other manufacturing establishments.

"Equipment, including antennas, is greatly over-priced," he said. Antenna and receiver engineering are far behind that in the U.S., he added.

"Their great need is a quality, economical TV set," he stated.

Snyder also indicated that the need for antennas of all types and automobile accessories, plus other electronic products, will probably result in the formation of Snyder International early in 1957.

## TV on TV



**GRACIE'S GOT IT!** What? A promotional tie-in with Emerson for the company's Portable TV-Phonoradio, of course. The unit is used as a "prop" on the "Burns and Allen" program.

## TV Briefs

- The Radio Corp. of America has started production on its first television receiver nationally advertised under \$100—a new version of the popular RCA Victor "Personal" set.

- Sales of TV sets in Canada fell to 61,058 in August from 71,108 a year earlier, while radio sales rose from 33,325 to 48,852.

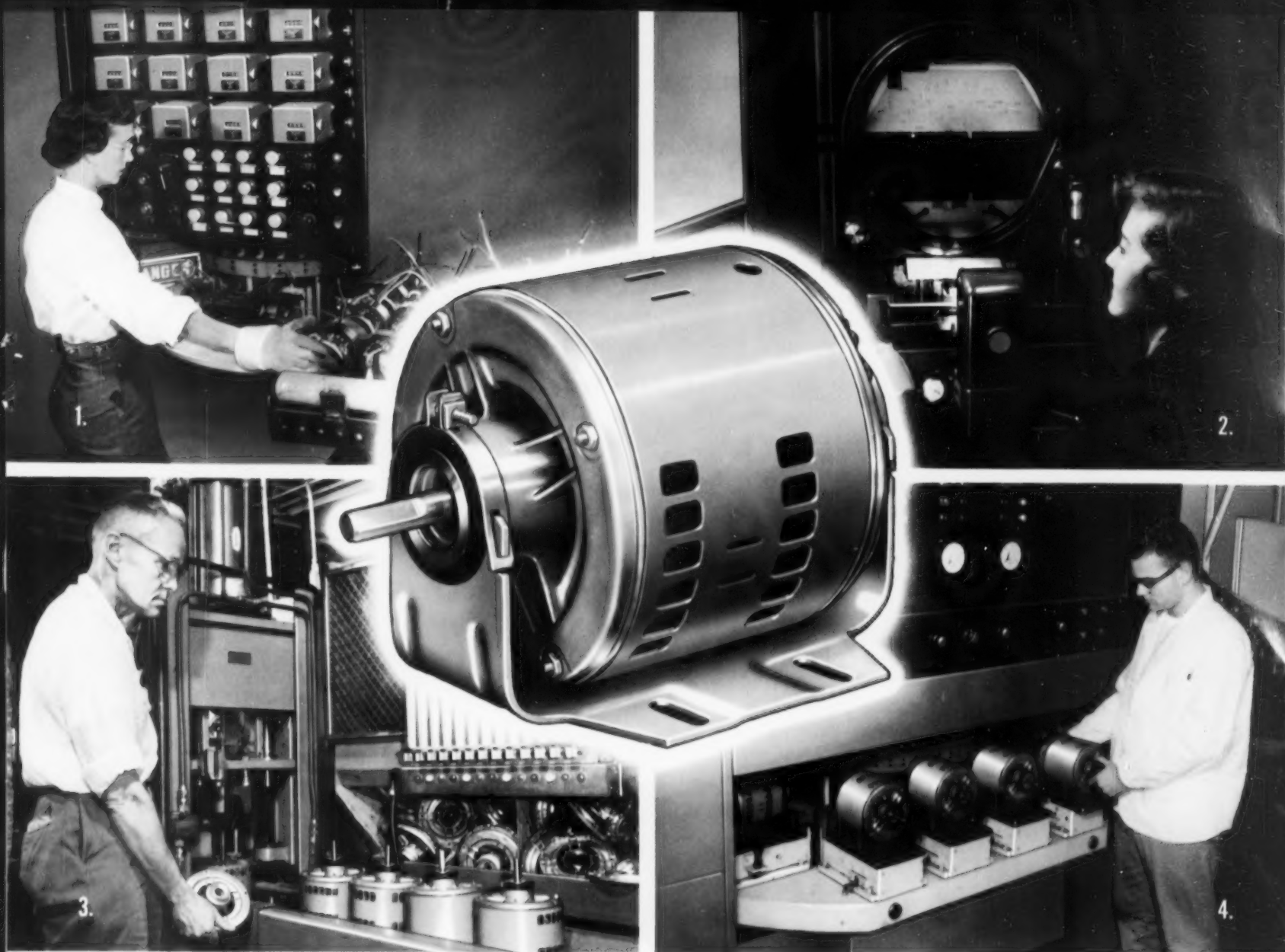
- Sylvania Electric Products, Inc., has closed its Hatboro plant because of a levelling off of the market for black and white TV sets.

- A second series of color television tests are to start shortly in Britain.

## Tomorrow's Classroom?



**TELEVISION** in the classroom is used at Pennsylvania State University. Here students are viewing a course in the principles of economics. Closed circuit television has been used on an experimental basis at the university since August, 1954. Two Westinghouse receivers are provided for a group of approximately 50 students.



# THE ALL-NEW GENERAL ELECTRIC APPLIANCE MOTOR—

## 139 Different Tests and Inspections Help Assure Trouble-free Operation, Reduce Service Expense

No appliance is more dependable than its motor. That's why we make sure every G-E appliance motor will perform properly on the appliance you sell. Nothing is left to chance.

G-E motors undergo as many as 139 different tests and inspections to help assure proper motor operation. Four of these tests, pictured above, are:

1. The automatic stator surge test, an electrical test which checks the strength of the insulation.
2. The shadowgraph, a component quality test for elimination of inaccurate or faulty parts.
3. The end-play calibration test, a physical test to help assure perfect rotor alignment.
4. The final electrical test which thoroughly checks

complete motors, rejecting those that do not meet rigid requirements.

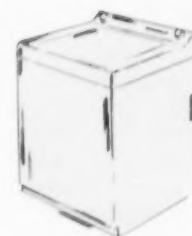
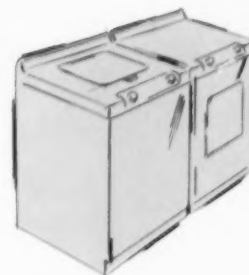
As a result of this thorough testing and inspection the all-new G-E motor for washers, dryers, dishwashers, food waste disposers and ironers performs better and lasts longer. Your customers realize greater satisfaction from appliances equipped with G-E motors. You can count on greater customer confidence and more repeat sales.

For more information about the first all-new appliance motor in 25 years, write Section 705-6 for Bulletin GEA-6381. General Electric Company, Schenectady 5, New York.

LIVE BETTER...*Electrically*



GENERAL  ELECTRIC



*month after month...*

**15½ million\* men and women “live by the book”  
...and the book is Better Homes and Gardens**

4,250,000 COPIES EACH MONTH



"The book" appeals to men and women *individually* through their *family* interests. Over 31% of the readers of an average issue reported they had recommended, mentioned or discussed one or more items from a BH&G article or ad with somebody in the household or a friend. A total of 10,700,000 discussions! The more they *read*, the more they *talk*, the more they *buy*! 15,500,000 people read an average issue. One third of the 123,800,000 people in the U.S. 10 years of age or older read one or more of every twelve issues. That's 44,150,000 Better Homes and Gardens readers—and over 40% of them are men. Meredith Publishing Company, Des Moines 3, Iowa.

*during the year...*

**$\frac{1}{3}$  of America**

**reads Better Homes & Gardens!**

\*A 12 Months' Study of BH&G Readers, Alfred Politz Research, Inc., 1956



# TODAY'S NO.1 SALES-MAKER

**ORDINARY "NARROW BAND" SETS** aren't built to reproduce full wide band signal station transmits. Note blurry detail, harsh whites and blacks with few "middle tones."

**WESTINGHOUSE "BROAD BAND" TV** is made to reproduce everything the TV station sends! See crisp, sharp detail. Full range of "middle tones" adds new life-like realism.

## New Westinghouse BROAD BAND TV

**MOVE WITH THE LINE THAT'S  
ON THE MOVE!**

Now, here's not just a "gimmick," but an important feature every TV prospect wants—a sharper, more detailed picture! Every 1957 Westinghouse set is engineered to receive all of the signal sent by the TV station—actually reproduces 22% more picture detail than sets without this feature! What's more, you get *every* new advance—from Power Tuning and Push-Button On-Off to trouble-free Silver Safeguard Chassis. Close more sales—and close them easier—climb aboard the Westinghouse "Broad Band" wagon, *now!*



**YOU CAN BE SURE...IF IT'S Westinghouse**

TELEVISION-RADIO DIVISION • METUCHEN, NEW JERSEY

the 1957 American

# Toy Fair

in  
New York City



Exhibits at Hotels  
SHERATON McALPIN • NEW YORKER  
Also at  
200 FIFTH AVENUE • 1107 BROADWAY  
and other  
Permanent Showrooms

**March 6th-15th**

For the first time starts on a  
**WEDNESDAY**

Exhibits open daily including  
**SATURDAY and SUNDAY**

TOY MANUFACTURERS of U. S. A., Inc.  
200 Fifth Avenue New York 10, N. Y.

## More Customers Call for 'IRISH' Tape at Kirven's



"More and more of our customers are calling for IRISH Recording Tape," says Mr. Lewis Di

Leonardo, buyer for Kirven's Department Store in Columbus, Ga.

Kirven's is widely known as an outstanding example of a locally owned department store that has done an exceptional job of merchandising in the medium sized market.

"We can recommend IRISH Ferro-Sheen Tapes with confidence," says Mr. DiLeonardo, "because we know they will give our customers complete satisfaction." The Ferro-Sheen process means less head wear, no oxide shedding and better reproduction of sound on IRISH Tapes!

"Too, the Irish national advertising campaign is helping us take advantage of the booming tape market!" IRISH brand recording tape is manufactured by ORRadio Industries, Inc., Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.

(Advertisement)

## Too Little Return

Adequate return on invested capital was seen recently as the paramount problem for electrical distributors. Arthur W. Hooper, executive director of the National Assn. of Electrical Distributors, supported his contention by reporting continuing declines in gross margin, ranging up to 1½ percent.

Hooper said that wholesale distributors can achieve success only by maintaining close control over operations. Some firms thus have been able to take advantage of a 16 percent sales volume increase to accomplish a slight increase in net income. However, the results (after Federal taxes) constituted a very inadequate net return on sales and investment, Hooper added.

Simultaneously, Ralph J. Brown, the association's president, stated that a continuing favorable business outlook in 1957 could be translated into tangible results for electrical distributors only by "the constant effort to produce more efficiently and price more acceptably."

## Blanket Plug



"SUNSHINE WARMTH" theme is carried out by the Central Illinois Light Co. at Peoria in windows featuring General Electric automatic blankets. Mexican backdrops and mannikins stress the slogan "like a Siesta in the Sunshine." The display was in connection with the "Rest Test" campaign, offering G-E blankets on a ten-day home trial.

## Letters To The Editor: More on Service

### To the Editor:

Your article, "Something's Got to be Done About Service", by Ted Weber, Jr., in the October issue is very interesting.

The fact that the industry has taken some interest in service problems in a day of price-buying, and lack of consideration of quality on the part of either buyer or dealer, is in itself encouraging.

I do feel, however, from more than twenty-five years' experience in the refrigeration-service business, as well as some years as an appliance-dealer, that the article overlooks some of the causes of the many customer complaints on appliance-service today.

You will find enclosed an outline which covers the recognized members of the distribution system, and the contributions I feel they have made to our present problems in giving the consumers the kind of service they would consider satisfactory. It is my opinion that most of the problems at all levels originate in an attempt to cut costs and keep them within the ever-shrinking margins found in today's marketing system.

While our experience and the outline are primarily concerned with refrigerators, freezers, and air-conditioners, the problems involved are basic, and will be found in other appliance service as well.

I hope you will find some way to use this material and get it into the hands of the various members of the trade. A realistic investigation of the entire situation will show

that each member must contribute if a satisfactory solution is to be achieved.

Donald E. Frank, Pres.  
Frank Refrigeration, Inc.  
2912-27th Avenue, South,  
Minneapolis 6, Minn.

**Manufacturer's Level.** 1. Factory changes which require better-trained mechanics:

- Use of split-cap tube system on refrigerators designed for average conditions, but requiring special adjustments for either heavy or light use, or other special conditions.
- New policy of changing or repairing individual parts, rather than complete system.

2. Failure on the part of manufacturers to have available service-information and replacement parts when a new line is shown.

3. Almost complete lack of service schools to train servicemen.

**Distributor's Level.** 1. Drastic reductions in inventory of service parts as economy moves to stay within shrinking profit-margins.

2. City desk men too few, and not experienced, causing expensive delays and errors in filling parts orders.

**Dealers' Level.** 1. Volume-type dealers sell without service, and others, in trying to compete, give much less emphasis on service. Customers also contribute to this situation, since manufacturers,

TV, and other powerful advertising have pre-sold him, and he does not expect to need service or pay for it.

**Service Department or Central Service Agency Level.** 1. Poorly trained mechanics. (Men can obtain equal or better pay and working conditions in other fields, without having to attend training classes or studying factory information bulletins, even when such are available.)

2. Many organizations do not have volume enough to keep a man working in a limited area; therefore he must be routed to certain areas on specified days, or spend half of his time travelling between jobs.

3. Many organizations have not learned that it is better to tell a customer there will be an unavoidable delay than to make a promise which cannot be kept.

**Purchaser Level.** 1. The customer has been told to expect trouble-free performance, and many times has bought without even inquiring about service. He feels that service will be provided, if needed, by the manufacturer, regardless of where or on what basis the purchase was made.

2. When paid service is expected, the customer does not feel any obligation for the cost of man and truck during travel-time, to say nothing of the cost of obtaining and returning parts, record-keeping, insurance, taxes, etc., which are an unavoidable part of any service operation.





Marcus H. Cohen, Vice President and General Merchandise Manager of Wolff and Marx Department Store in San Antonio, Texas, reviews the selling features of a

toaster with Ben Aron, Graybar Housewares Salesman. The picture was taken during a review of merchandise and plans for the Store's Homemakers Fair promotion.



**"The cooperation, help and hard work given us by Graybar are of inestimable value"**

**SAYS: MARCUS H. COHEN, Vice President and General Merchandise Manager of Wolff & Marx Department Store, San Antonio, Texas**

"When a leading department store plans its merchandising of electric appliances it has to be interested in a lot more than sales volume. In our Housewares Department, for example, we want to be sure we are stocking and selling the best made, best designed appliances. And we want each of our customers to get the appliance which will do the most satisfactory job for him.

"To that end, we have to keep our sales staff well informed on what they demonstrate and sell. Ben Aron, Graybar salesman, who works closely with us on all

products supplied by Graybar, conducted training schools for our sales people prior to the start of our Homemakers Fair. He shares with us, too, the feeling that displays are of prime importance to us, and is always ready to lend a hand in making our windows do a strong selling job for us.

"This Graybar spirit of sales cooperation is a continuing thing, and helps us, not only on particular promotions, but all through the year. That explains why Graybar is one of our principal electrical housewares suppliers."

684-612



Mrs. W. B. Stocker, Sunbeam demonstrator, and Ben Aron, Graybar Salesman, discuss the features of an electric percolator in planning for the Homemakers Fair promotion of Wolff & Marx Department Store.

**Your Customers WANT the popular appliances...**

**GRAYBAR ELECTRIC CO., INC.**

*Executive Offices:*

Graybar Building, 420 Lexington Ave., New York 17, N. Y.

*recommended by*  
**Graybar**

IN OVER 130  
PRINCIPAL CITIES



## PICTURES IN THE NEWS



**EDISON ELECTRIC INSTITUTE** Housepower prize of \$10,000 goes to Mrs. Mary M. Brown of Philadelphia. Mrs. Brown's entry was judged best among 316,000 received during the "How is Your Housepower?" contest. With Mrs. Brown are, left to right: M. I. Allen, Philadelphia Electric Co., vice president; Frank Kitzmiller, EEI's Housepower program manager; and George E. Whitwell, president of the Electrical Assn. of Philadelphia.



**WESTINGHOUSE** 4-H Electric Program winners receive \$300 scholarships at the 35th National 4-H Club Congress. Westinghouse vice president Dale McFeatters is flanked by, left to right, Jo Ann Raber, Whitewater, Colo.; Andrew Kasznay, Jr., Torrington, Conn.; Robert Harris, Bessemer, Ala.; and Kenneth Krause, Kilbourne, Ill.; Don Jeans, Ponca City, Okla.; Merwyn Eshelman, Centerville, Wash.



**BUDAPEST CITIZENS** get a glimpse of appliances in a store window prior to the recent upheaval in Hungary. Recent Iron Curtain policy of producing more consumer goods had begun giving a new look to previously-bare satellite window displays. But, although prices had been reduced, the average worker's wage of around \$14 obviously didn't go far toward table radios reported to range from \$34 to \$68 and TV receivers starting at \$210.



**GOV. FRANK G. CLEMENT**, of Tennessee, second from right, accepts the one-millionth television set produced at the Magnavox plant in Greeneville, Tenn., and congratulates William H. Graham, general manager of the Greeneville operation.



**THIS BUS** takes Sanger's Amana Food Service to Dallas, Tex., housewives. The "freezer living" story is brought into each neighborhood by means of a mobile showroom that began its career as an ordinary bus. L. W. Larvinson, left, manager of the Amana Food Service of Sanger's Department Store in Dallas, and salesman Jean McDonald report that the bus is paying its way.

AT LAST! PORTABLE TV with an **ATTRACTIVE FIGURE!**

# The SYLVANIA

## 17" Slim Jim

### Slimmest Portable TV ever!

Made possible by revolutionary  
Sylvania 110° Deflection Picture  
Tube and "S-110" Chassis

The "BERMUDAN"  
deluxe model 17P201

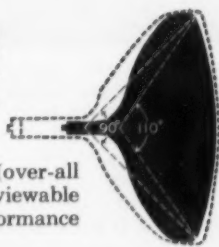
The biggest picture in portable TV—in a case so slender it rests anywhere!

Ordinary, big screen portables are bulky because ordinary picture tubes are so deep. But Sylvania engineers have developed an exclusive 110° Deflection Picture Tube to whittle away the awkward bulk.

#### THE SLIMMEST CASE—

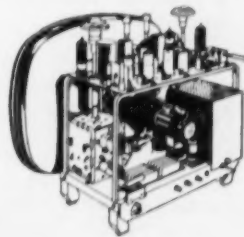
Sylvania's new wide angle, 110° Deflection Picture Tube cuts *seven inches* from former depth. This big-screen portable is slimmer than small-screen sets—even slimmer than most tiny-screen sets.

Yet it gives the *Biggest Picture*—a full 17" (over-all diagonal) picture—150 square inches of viewable area. And it's *Lightweight*—truly the performance surprise of the big-screen portable field.



#### THE CLEAREST PICTURE—

Sylvania's new "S-110" Chassis builds added power for an extra long reach in fringe areas. Balanced high capacity assures sharper focus, finer detail.



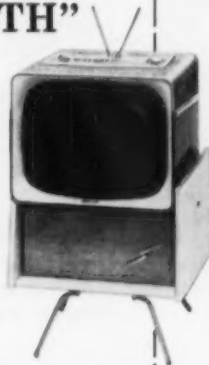
And as a SPECIAL INTRODUCTORY OFFER:

### The Sylvania "PROMOTION OF THE MONTH" FOR FEBRUARY

Another Sylvania Perfect Premium—another smart companion for a smart Sylvania set!

An exclusive Sylvania swivel base that transforms the Slim Jim into a full-fledged console model. It swivels the set to any point of view—completely around or up and down!

Available to your customers for only \$4.88 with the purchase of any Sylvania 17" Portable TV.



#### STRONG PROMOTION—STRONG SUPPORT

In February, LIFE, SATURDAY EVENING POST, and "The Buccaneers," Sylvania's exciting television program, will tell your customers about this great Sylvania Set plus Base Promotion.

Ask your SYLVANIA TV Distributor how you can join the SYLVANIA "Promotion-of-the-Month" Club. Month in, month out—you can share in the most profitable promotions in the TV business.

## SYLVANIA

...fastest growing name in sight



More Dealers Are  
Handling More Trade-Ins  
Than Ever Before!



According to an article published recently in a leading appliance magazine, more dealers are handling more "TRADE-INS" now, than ever before.

Dealers find that the **BLUE BOOKS** help them tremendously in controlling "TRADE-IN" allowances. They **PROTECT** dealers' margin of profit on new and old appliances. **BLUE BOOKS** are authoritative; and above all, they will help standardize "Trade-In" allowances. The **BLUE BOOKS** will more than pay for themselves the first time you use them. Order your copies of the **TV** and **APPLIANCE BLUE BOOKS** today. Make sure each salesman has a set.

- Endorsed by NARDA
- Now used by over 10,000
- 16,000 models of all makes
- All major appliances listed

**TV and Appliance Books**  
in a set.....\$11.00 per set  
**2 or more copies of**  
**Appliance book**.....\$6.50 each  
**Single copy**  
**Appliance book**.....\$7.50 each  
**2 or more copies of**  
**TV book**.....\$4.00 each  
**Single copy TV book**.....\$5.00

**WE PAY POSTAGE AND HANDLING CHARGES ON ALL CASH ORDERS.**

**NATIONAL APPLIANCE**  
Trade-In Guide Company  
2105 Sherman Ave.  
Madison 1, Wis.

## Accent on Portables



**MOTOROLA'S** president, Robert Galvin, and vice president Edward Taylor bend over a surprise package at the company's recent distributor meeting in Miami Beach. Galvin predicted an approximate 10 percent increase for 1957 over the company's 1956 total of \$220 million, but . . .



**THE BIG SURPRISE** was its emphasis on portable television sets, which was lacking in 1956. At the convention, Motorola introduced eleven new television models, one of them—the "Americana"—a forward-design portable receiver with the tuning device in the handle.

## National TV

A national survey contends that television viewing continues to increase. Gene Accas, director of operations of the Television Bureau of Advertising, recently released data to clarify current television trends and to point out problems involving single-market studies to analyze the national picture. (Last month, **ELECTRICAL MERCHANDISING** published results of the Videotown 9 survey.)

"From every angle we examined," Accas said, "it can hardly be stated that television viewers are sated with the medium. On the contrary, both their appetite for and consumption of television appears to be continually increasing." Accas based his statement on three separate measurements:

1) **Sets in use.** It was found that overall, for the entire broadcast day, the number of homes using television per average minute was 18 percent higher for the first nine months of 1956 than for the like period of 1955.

2) **Home hours of viewing.** Some all-time monthly highs were reported last year (seven out of nine reported months in 1956).

3) **Network television program audiences.** Increases in audience are reported at 21 percent for average network week-day daytime programs, 24 percent for average weekend daytime programs, and 18 percent for average evening programs. These increases are attributed to increased TV homes, increased program coverage, and increased ratings themselves thus bringing larger audiences.

(Advertisement)

## 'IRISH' Tape a Perfect Dept. Store Item Says Titch- Goettinger Buyer



"IRISH recording tape has all the qualities that make a perfect department store item,"

says Bob Duckworth, buyer at Titch-Goettinger. This famous Dallas, Texas, department store is one of the largest in the booming Southwest.

"There is a high percentage of tape recorder owners among our regular customers," says Mr. Duckworth, "and we find IRISH recording tape as easy to sell as film!" "What's more," he adds, "our hi-fi conscious customers tell us the IRISH Ferro-Sheen process results in the best-engineered recording tape there is. I myself know nothing about engineering, but I do know a little about sales and profits. Our profits are high and our tape sales have been on the rise ever since we began to stock the complete IRISH line."

IRISH brand recording tape is manufactured by ORRadio Industries, Inc., Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.

## IF . . . YOU CHANGE YOUR ADDRESS

Be sure to notify us at once, so future copies of **ELECTRICAL MERCHANDISING** will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thoughtfulness. Mail the information below to: Subscription Dept., **ELECTRICAL MERCHANDISING**, 330 W. 42nd St., New York 36, N. Y.

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Address .....

City..... Zone..... State.....

Company..... Title.....

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Name .....

Address .....

City..... Zone..... State.....

**ELECTRICAL MERCHANDISING**  
330 W. 42nd St. N. Y. 36, N. Y.





## Rapt attention and hearty enthusiasm are typical ... Hi-Fi Reactions at Chicago Show

An estimated 36,000 persons attended the fifth annual High Fidelity Show at the Palmer House in Chicago, according to S. I. Neiman, of International Sight and Sound Exposition, Inc., the show's sponsors. The three-day public showing, preceded by a trade preview and finishing with a music festival co-sponsored by the Chicago Daily News, was the first Chicago Hi-Fi show requiring visitors to pay.

Exhibitors generally were pleased with the admission charge idea, as it cut the crowd down to workable proportions in the comparatively-cramped corridors of the Palmer House's 6th and 7th floors. Also, they felt that the 50 cents was just enough to keep out the wild kids and other "literature collectors." There was a remarkably high percentage of serious lookers, generally in couples, or family groups, exhibitors observed. One South Side retailer sparked up his business considerably through his participation.

A total of 113 manufacturers, suppliers and distributors took space at the show. These ranged from small makers of a single line of speakers through such all-around components makers as the British Industries Group to the big Chicago high-fidelity outlets like Allied

Radio and Newark Radio, and such packaged unit manufacturers as Magnavox, VM, Philco, Admiral and Stromberg-Carlson. The import group included Majestic International, Braun, Novak, Siemens, Blaupunkt and Telefunken. There were a dozen or so tape recorder manufacturers showing, too.

**And a Retailer.** Among the exhibitors was Schwartz Bros. Woodlawn Appliance Co., a South Side retailer who has just gotten into high fidelity this year. Exhibitor Ted Schwartz was enthusiastic about the results of the show.

His exhibit was unusual in that he demonstrated low-end component systems, with a top price of about \$300, and ranging down to \$193. "This gave us a shot at the majority of the visitors," Schwartz said. "With everybody else playing \$1,000 instruments, almost everyone was pleased to find they could get into hi-fi with us for very much less."

On the last day of the show, visitors from the first two days started showing up at Schwartz' South Side store, bought five \$200 systems, three \$300 systems and a

few packaged units. Business is continuing good, and Schwartz is sold on hi-fi shows.

The only part of the show that exhibitors were not sold on was the trade and distributor preview, held the day before the show opened to the public. Attendance was way down then. According to S. I. Neiman, "results of the special trade preview are now being evaluated." Exhibitors regarded the preview as an experiment, and are satisfied that it won't be a feature of future shows. "It was worth a try," one said.



**SELLING LISTENING PLEASURE**, Scott B. Morency described, very graphically, how Zenith package units work to control sound for listening ease as well.



**SALES JUMP** was triggered by Ted Schwartz for Schwartz Bros.' Woodlawn Appliance Co. on Chicago's South Side. Schwartz showed low-end component systems.

# Presto... Profits in the Palm of Your Hand!

**Presto Control-Master®**  
runs 6 controlled heat  
appliances that wash  
under water...  
*handles and all!*

One \$6.95 Control-Master runs a family of  
appliances, for the greatest add-on and pricing story  
in appliance history.



Presto 9" Fry Pan \$10<sup>95</sup>\*

Presto Pressure Cooker \$19<sup>95</sup>\*



Presto 11" Fry Pan \$12<sup>95</sup>\*



Presto Electric Griddle \$16<sup>95</sup>\*

Presto Sauce Pan \$13<sup>95</sup>\*  
with metal cover



Presto Dutch Oven \$17<sup>95</sup>\*  
with metal cover

\*Manufacturer's recommended retail or Fair Trade price...  
Fed. tax included. Prices slightly higher in Canada



# PRESTO Control Master Appliances Sell Out Again and Again and Again

## "Pre-sell Job Fantastic...Presto has accomplished the impossible!"

WINCHENDON, MASS. O'Donnell Appliances, Front St., credits national advertising for Presto's huge success.

"In a small town like Winchendon, Mass., it takes quite a while for the public to accept new ideas in appliances. But Presto has accomplished the impossible, practically over night. People are coming in asking for Presto Control-Master Products. The pre-sell job is just fantastic and I credit the TV

program plus national ads in Life and Satevepost.

We just can't keep Presto in stock... I know the add-on business in '57 can be a healthy dollar volume for me."

SEATTLE, WASH. Bon Marche-Northgate says: "Had the greatest demand for Presto Control-Master with fry pan and griddle this Christmas of any one line of small appliances since the electric fry pan first came out."



Happy Home Appliances, West Hempstead, N. Y., enthuses: "I've been in business here 5 years—never seen anything like this! Sold 18 pieces in 1 day," says dealer Jerome Spring, shown above.

### A. A. Hokom, Beverly Hills, Cal. "Sales Sensational!"

BEVERLY HILLS, CAL. Major-appliance dealers are on the Presto band wagon, too. Mr. H. L. Reilly of A. A. Hokom Co., says: "As a result of the sensational sales of Presto Control-Master products we have devoted an entire window for their display... Consumer reaction has been tremendous in regard to add-on savings. Even though we mainly sell majors we have sold over 50 pieces within 2 weeks, and have re-ordered several times. In short, Presto is the fastest moving small appliance product in the store."

## Boggs and Buhl, Pittsburgh: "Brought back the griddle business!"

PITTSBURGH, PA. A leading Pittsburgh department store, a favorite with quality-conscious buyers, reports "outstanding sales" for Presto Control-Master products. Mr. H. Fisher, housewares buyer for Boggs and Buhl, says, "The 'add-on' feature, plus one initial investment for Control-Master, stimulated great interest which paid off in outstanding sales. Customers particularly enjoyed 100% immersibility. The Presto Griddle brought back the dormant griddle business to Boggs & Buhl Co. and we had occasion to reorder a total of three times in two weeks!"

Many stores have reported mounting interest in the Control-Master Griddle, pointing out that it makes a better and cleaner surface for barbecues than a



charcoal grill. The slide-out drip tray, which catches waste fat and makes greaseless foods automatic, is also a big selling feature with customers. It is an exclusive Presto advantage.



MIAMI, FLA., "The entire merchandising division is pleased with our Presto results," says the housewares buyer for nationally famous Burdine's, Miami. "It's a consumer demand item now, and coupled with a sound advertising program, and with the enthusiasm of our people, it will pay excellent dividends in the future."



They like Presto in the Bronx, as Meyer Bogard and employees demonstrate.

### Consumer Comes Back for Add-Ons, Bronx Dealer Says

BRONX, N. Y. Meyer Bogard, of the Bogard Firestone Store, likes the add-on potential of Presto Control-Master Appliances. "The consumer appreciates the fact that the Presto Fry Pans and other related items can be immersed. The Control-Master makes every Presto unit within price range that consumer desires," he says.

### "Never saw the like in 30 years"

LINDEN, NEW JERSEY. William Schneider, of Koenig Hardware Co., 126 N. Wood Ave., joins other hardware dealers in enthusiasm over Presto's easy salability and almost overnight acceptance by the buying public.

"I've never seen another appliance become so popular in so short a time, as the Presto Fry Pan. I say this with all honesty, as I have been in the Hardware & Appliance business for 30 years. Customers come into my store and ask for the Fry Pan that washes under water, expecting us to know which one they mean, and we do. It's the easiest sale to make. I have already sold more than 50 Fry Pans and an assortment of the other products."



### B. Gertz Reports, "Excellent Response"

JAMAICA, N. Y. Another department store success story for Presto came from Mr. Richard Weiss of B. Gertz, Inc., who says: "Excellent response. Too bad the New York distributors couldn't keep me supplied."

**Presto Control-Master Appliances • NATIONAL PRESTO INDUSTRIES, INC., Eau Claire, Wisconsin**



## NEW POSITIONS



L. C. VANDERTILL

**Motor Wheel Corp.**—L. C. Vandertill has been elected vice-president and director of the corporation's appliance division sales. Vandertill had been sales manager of the appliance division.



LARRY F. HARDY



JOHN M. OTTER



RAYMOND A. RICH



CECIL E. PARSON



PHILIP J. WOOD

**Zenith Radio Corp.**—Philip J. Wood has been appointed sales manager for radio and phonographs.



WILLIAM E. KRESS



JOHN L. UTZ

**Philco Corp.**—Larry F. Hardy and John M. Otter have been named to newly created positions. Hardy was named executive vice president, consumer products, and Otter takes over a like title as executive vice president, marketing. Ira Brichta has been appointed advertising and

sales promotion manager for the laundry equipment department, and John J. Kane to a similar title for the radio division. William E. Kress and John L. Utz have been jointly named to the newly created position of market manager for the company.

**Avco Manufacturing Corp.**—Raymond A. Rich has been elected president, director and a member of the corporation's executive committee. Rich was formerly associated with the Philco corporation in an executive capacity. Cecil E. Parson has been named advertising and sales promotion manager of the corporation's American Kitchens division.



ARTHUR D. CURRAN

**White Sewing Machine Corp.**—Arthur D. Curran has been named advertising manager for White sewing machines and Apex appliances.



RALPH D. SCOPPA



WILLIAM GOLDING

**Norge Div., Borg-Warner Corp.**—Ralph D. Scoppa has been appointed home laundry sales promotion manager. William Golding assumes a like title for kitchen ap-

pliance promotion. Bob Ann Taylor has been named regional home economist for nine southern and southwestern states; R. A. Averill as southern district manager.



J. J. RIGGS

**Westinghouse Electric Co.**—J. J. Riggs has been named merchandise manager for the laundry equipment department. David L. McDonald has been appointed manager of advertising planning.



DICK GEIER

**Servel, Inc.**—Dick Geier has been named advertising and sales promotion manager of the home appliance division.

**Revco, Inc.**—Robert W. Stutzman has been named field sales manager.

**Magnavox Co.**—Arnold Proctor has been appointed regional manager for Virginia and the southern half of West Virginia.

**Mitchell Mfg. Co.**—Harold Kreegel has been named district sales manager for air conditioners in Florida.

**Easy Div., Murray Corp. of America**—John P. Doran has been named assistant merchandising manager. Doran had recently been assistant to the sales manager of Crosley-Bendix Home Appliances.

**Proctor Products**—Carl M. Birkhold has been named southern sales manager with headquarters in Atlanta, Georgia.



JOEL M. ROWLEY

**Westclox Div., General Time Corp.**—Joel M. Rowley has been named advertising manager.

Now! RCA Victor adds a new dimension to High Fidelity—and your profit potential

# STEREOPHONIC SOUND!



Now you can sell new 2-unit Stereotape Players as complete systems or as a plug-in "extra" to RCA Victor High Fidelity

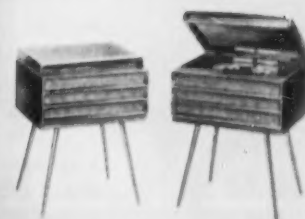
**Get ready for Stereo Profits!** RCA Victor Stereophonic Sound makes recorded music so realistic your prospects can almost see it and feel it. That's because it's recorded on double-track tape, then played back from two directions. You must demonstrate to sell. And with "Victrola"® Stereotape Players, you can demonstrate the sound of two Panoramic Speaker Systems—each with three balanced speakers.

Get ready now for the coming Stereo "boom"—phone or wire your RCA Victor distributor right away!

**It's fantastic! See it on "Producers' Showcase."** RCA Victor takes millions of televiewers on a breath-taking flight into the Grand Canyon. **THE OBJECT:** to help you cash in on Stereophonic Sound. See this exciting commercial on television.

**RCA VICTOR**  
TRADE MARK RADIO CORPORATION OF AMERICA  
 CAMDEN 8, NEW JERSEY

Manufacturer's nationally advertised list prices shown, subject to change. For the finest in Stereophonic home entertainment, always suggest RCA Victor Stereophonic Tapes. ®RCA trademark for record and tape players.



**2-unit "Victrola" Stereotape Player.** Matched cabinets in mahogany finish (light rift oak finish, higher). (BSTP22.) **\$350.00**



**2-unit Portable "Victrola" Stereotape Player.** Cases in brown-and-tan simulated leather. (BSTP11.) **\$295.00**



**Master unit of "Victrola" Stereotape Player** plugs into Hi-Fi models Mark IV, VI or VII.





he's working  
for you

THIS FELLOW IS TRAINED IN YOUR BUSINESS. His main duty is to travel the country — and world — penetrating the plants, laboratories and management councils . . . reporting back to you every significant innovation in technology, selling tactics, management strategy. He functions as your all-seeing, all-hearing, all-reporting business communications system.

THE MAN WE MEAN IS A COMPOSITE of the editorial staff of this magazine. For, obviously, no one individual could ever accomplish such a vast business news job. It's the result of many qualified men of diversified and specialized talents.

AND, THERE'S ANOTHER SIDE TO THIS "COMPOSITE MAN," another complete news service which complements the editorial section of this magazine — the advertising pages. It's been said that in a business publication the editorial pages tell "how they do it" — "they" being all the industry's front line of innovators and improvers — and the advertising pages tell "with what." Each issue unfolds an industrial exposition before you — giving a ready panorama of up-to-date tools, materials, equipment.

SUCH A "MAN" IS ON YOUR PAYROLL. Be sure to "listen" regularly and carefully to the practical business information he gathers.



McGRAW-HILL PUBLICATIONS

## One of Ten



VICE PRESIDENTIAL smile of approval goes with Revco "Top Ten" award as J. H. Overmeyer, director of sales, right, oversees presentation of plaque to Dygert Distributing Co., Grand Rapids, Mich. The award, which went to ten of 109 Revco wholesale distributors, was made at a series of regional meetings. Additional winners will be found listed below.

## DISTRIBUTOR NEWS

● **Revco, Inc.**, Deerfield, Mich., has announced the award of "Top Ten" distributor plaques for outstanding sales achievement in 1956. Distributors receiving the awards were: California Distributing Co., Oakland, Cal.; Dickey Distributing Co., Houston, Tex.; Dygert Distributing Co., Grand Rapids, Mich.; Elias Distributors, Inc., Pittsburgh, Pa.; Eoff Electric Co., Portland, Ore.; Goldman-Feder, Inc., Hollis, N. Y.; Graybar Electric Co., Chicago, Ill.; Major Appliance Distributors, Inc., Charlotte, N. C.; Ellis Meares and Son, Fair Bluff, N. C.; Midland Electric Co., Cleveland, Ohio.

● **Judson C. Burns, Inc.**—Ownership of Judson C. Burns, Inc., Philadelphia, Pa., distributorship



**SALES MANAGER** Roy Clarkson (left), McClung Appliances, Inc., Knoxville, Tenn., receives a tasty serving from Lou Snyder, sales training manager for RCA-Whirlpool. The occasion, a sales meeting held for 16 McClung dealers who journeyed to St. Joseph, Mich. as guests of the distributor.

has been acquired by three employees of the company. Robert W. Brown is the new president, Sophie Oberhuber, secretary and William G. Hoelzle, assistant secretary and treasurer.

● **Carrier Corporation**, Syracuse, N. Y., recently played host to more than 150 distributor and dealer winners of a nation-wide sales contest. Prizes were given to the two leading dealer salesmen in each distributor's territory and to winning distributor wholesale salesmen.

● **Knodel-Tygrett Co.**, Cincinnati, Ohio, is the new name of the former Harry Knodel Distributing Co. The change in name was brought about following purchase by James Tygrett, general manager, of an interest in the company.

● **Joe Franecki Distributing Co., Inc.**, has been formed in Milwaukee, Wisc., to distribute appliances and hardware.

### PERSONNEL APPOINTMENTS

**Air Conditioning Corp.**, Louisville, Ky.—John N. Gillham, (president). **Maytag East Coast Co.**, Jacksonville, Fla.—James E. Arnold, (sales promotion manager).

**Philco Distributors, Inc.**, Philadelphia, Pa.—John J. Kelly, (general manager).

**Raymond Rosen & Co.**, Philadelphia, Pa.—Mith Roth, (sales manager, RCA-Whirlpool); Sid Goldstein, (sales manager, RCA-Whirlpool refrigeration and air conditioning); Irv Elliot, (sales manager, RCA-Whirlpool laundry and major accounts); Dick Dadona, (sales manager, RCA-Whirlpool ranges and kitchens).

**York-Detroit Wholesalers**, Detroit, Mich.—Deane Worlein (manager).





## Here's how you cash in on **FASCO** fans

Drop a hint about those hot nights just around the corner. Now casually draw your customer's attention to the new FASCO 20" PORTABLE WINDOW FAN . . . Model 2087 . . . it's FASCO's newest and America's finest fan. Point to the deep venturi, deep pitched blades . . . "WIND TUNNEL" construction, FASCO calls it . . . delivers tremendous air volume! Now for a touch of the dramatic . . . Flip the new TV-type eye-level dial to "In" and let him feel it. Pause a moment . . . SHH! LISTEN! Can hardly hear it, can you? Real powerful yet so silent! Move to the THERMOSTAT COMFORT CONTROL dial . . . Just set this once and forget your fan . . . turns itself on when it's hot, off when it's cold . . . AUTOMATICALLY. Now let him ask the questions . . . Electrically reversible? Of course! Flip the dial to "OUT" . . . watch the blades reverse and the dollar bills come right out of your customer's pocket . . . RING UP ANOTHER PROFITABLE FASCO SALE.

And that's not all! Wait till that first hot night rolls around and he puts his Fasco fan to the test. First thing next morning you'll find his mother-in-law and some of his office pals (who didn't get much sleep the night before) coming in for Fasco fans too!

Get the complete story on the "extra profits" in the FASCO fan line. Return coupon today.

To: FASCO INDUSTRIES INC. 131 Augusta St., Rochester, N. Y.  
Gentlemen:

Please send new 1957 Fasco Catalog.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

TYPE OF BUSINESS \_\_\_\_\_

**FASCO** Industries, Inc.

ROCHESTER 2, N. Y., U. S. A.

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Every care is taken to make it accurate,  
but ELECTRICAL MERCHANDISING  
assumes no responsibility for errors or  
omissions.*



## MERCHANDISING SUPPLEMENT PRODUCTS - SERVICES FOR MORE SALES—MORE PROFITS

### RATES:

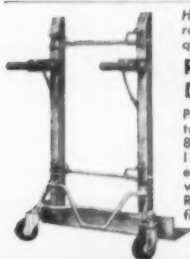
\$23.10 per inch. Contract rates on request. An advertising inch is measured 7/8" vertically on one column. There are 4 columns—48 inches to a page.

## HAND TRUCKS

For safe and easy handling of Ranges, Refrigerators, Freezers, Washers, Air Conditioners, Pianos, Television sets, Venders, etc. Experience in manufacturing equipment for heavy case moving since 1901.

## SELF-LIFTING PIANO TRUCK CO.

425 N. Main St. Findlay, Ohio



Handle refrigerators, ranges & freezers the quick and easy way...

### ROLL-OR-KARI DUAL TRUCKS

Pat'd Step-On-Lift. Retractable wheels. Cap. 800 lbs. Ship. wt. 48 lbs. DELUXE Model equipped with swivel wheels at one end. REGULAR Model with fixed wheels.

Write Dept. B for folder.

**ROLL-OR-KARI CO.**  
Manufacturers ZUMBROTA, MINNESOTA

## Business Clouds

Rising production costs and smaller earnings were pictured as clouds on the business picture in the year-end report of Ernest G. Swigert, president of the National Assn. of Manufacturers. Swigert noted that, while taxes and dividends have both gone up 14 percent, earnings retained in business have gone down 28 percent.

Swigert detailed that:

—the gross national product has risen 5½ percent, from \$391 billion to \$412 billion.

—total personal income is up 6½ percent, from \$306 to \$326 billion.

—total consumer spending is estimated at \$266 billion, an increase of 4.7 percent over last year's \$254 billion.

—hourly wages of factory workers average 5 percent over last year.

—profits are estimated at \$19.5 billion for all corporations, only a small increase over the \$19.4 billion of 1955, despite an increase in corporate sales from \$557 to \$581 billion.

Swigert warned that "in order to have prosperity and high employment on a sound basis, we must avoid a repetition of the wage-price spiral, . . . continue the fight for government economy and a stable dollar and . . . take steps to reduce the high taxes that drain off vast amounts of potential investment."

## SEARCHLIGHT SECTION

(Classified Advertising)

SELLING  
EMPLOYMENT

"OPPORTUNITIES"

MERCHANDISE  
BUSINESS

### UNDISPLAYED

\$2.10 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line. DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions. POSITION WANTED: undisplayed advertising rate is one-half of above rate, payable in advance. BOX NUMBERS—Count as 1 line.

### RATES

DISPLAYED—Individual space with border rules for prominent display of advertisements. The advertising rate is \$14.85 per inch for all advertising of Equipment & Business Opportunities appearing on other than a contract basis. EMPLOYMENT OPPORTUNITIES \$20.75 per inch subject to agency commission. AN ADVERTISING INCH is measured 5/8" vertically on a column—4 columns—48 inches.

## SPECIAL SALES MANAGER

Nationally known housewares manufacturer (not in appliances) entering new expansion phase, requires promotion-minded man acquainted with major appliance distributors and familiar with their merchandising problems and techniques. Top opportunity to develop new division. If you can qualify for this top level responsibility, write, enclosing your qualifications and salary requirements to

P-4032, Electrical Merchandising,  
620 N. Michigan Ave., Chicago 11, Ill.

## What is Your Problem?

Do you need competent men for your staff? Men experienced in the merchandising of electrical equipment? Men to fill executive, sales or technical positions?

Or are you one of the readers of ELECTRICAL MERCHANDISING seeking employment in any of these capacities?

Or are you looking for—or offering—a business opportunity of special interest to men in the field served by this publication?

The solution of any of these problems can logically be found first among other readers of ELECTRICAL MERCHANDISING. You can get their attention—at small cost—through a classified advertisement.

### Available—English Production Plant

Established manufacturer, vast production resources, interested in arranging production in England range domestic electrical appliances. Advertiser already has existing range selling to wholesalers, retailers and desires increase output to an assured market. Excellent opportunity for American manufacturer establish production plant in this country.

Apply with full details to Box No. 39,  
SPOTTISWOODES, 34, Brook St. LONDON, W.1.

### Your inquiry will have Special Value

If you mention this magazine, when writing advertisers. Naturally, the publisher will appreciate it . . . but, more important, it will identify you as one of the men the advertiser wants to reach with this message . . . and help to make possible enlarged future service to you as a reader.

## Distributors Named

Admiral Corp.—Reines Distributors, Inc., Albany, N. Y.; Dorrance Supply Co., Inc., Youngstown, Ohio.

Amana Refrigeration, Inc.—Frank H. Stiening Co., Pittsburgh, Pa.

Dominion Electric Corp.—Leuck Sales Service, Panama City, Fla.

Eureka Williams Corp.—Forster Distributing Co., Minneapolis, Minn.

Falls Products, Inc.—Majestic Electric Supply Co., Chicago, Ill.

Gibson Refrigerator Co.—Coffin and Wimple Co., Bangor, Maine.

Kelvinator-Leonard—Taylor Distributing Co., of Spokane, Inc., Spokane, Wash.

Mitchell Mfg. Co.—Straus-Frank Co., Dallas, Tex.; Raub Supply Co., Lancaster, Pa.

Norge—Nelson and Small, Inc., Portland, Maine; Graybar Electric Co., Inc., Los Angeles, Cal.

Waste King Corp.—Goldman-Feder Co., Hollis, N. Y.; Carl Schaidel Co., East Orange, N. J.; B. M. Tower Distributing Co., Bridgeport, Conn.

Perfection Industries, Inc.—Electric Constructors, Inc., Birmingham, Ala.; W-F Distributing Co., Den-

ver, Col.; H. L. McMurtry & Co., Jacksonville, Fla.; Twin Falls Plumbing Supply Co., Twin Falls, Idaho; Frost Distributing Co., Carterville, Ill.; Rodgers and Baldwin Hardware, Springfield, Mo.; A. O. Jensen Wholesale Furnace and Supply Co., Omaha, Nebr.; Toledo Merchandise Co., Toledo, Ohio; Edgar A. Brown, Inc., Cleveland, Ohio.

RCA-Whirlpool—Burden-Bryant Co., Springfield, Mass.

Session Clock Co.—Kirk's Limited, Toronto, Canada.

O. A. Sutton Co.—Flarapco, Inc., Miami, Fla.

Westinghouse Electric Corp.—Reader's Wholesale Distributors, Inc., Houston, Tex.

## Ruling Nixes Term

The recent Federal Trade Commission decision setting forth a cease and desist order against a company's use of the term "Porcelain" to identify its organic paint finish is of great importance to the porcelain enameling industry, says John C. Oliver, managing director of the Porcelain Enamel Institute.

According to the Institute spokesman, the basic benefits derived from

the decision are not primarily that the respondents will be prevented from using the term "Porcelain" to describe their organic coating material. Rather, this decision is a tool to be used in the future to safeguard the good will surrounding the term "porcelain enamel" which is available only to those actually manufacturing or selling porcelain enamel products.

The Porcelain Enamel Institute, acting for the porcelain enameling industry, says that it will actively work to see that any possible violators of the FTC decision are so advised. Appropriate legal action will be taken when applicable to further protect the term "porcelain enamel," and members of the industry are asked to send examples of possible violations to the PEI office.

## Cleaner Sweep

Continued heavy sales for household vacuum cleaners is the prediction of Oscar M. Mansager, president of the Vacuum Cleaner Manufacturers Assn. and executive vice president of The Hoover Co.

"Over almost 2½ years," Mansager asserted, "our industry's factory shipments have broken a record of one kind or another in each month of that whole period."

"We have many more houses and families in this country than at any other time. Everyone in our business thus enjoys the opportunity of selling more vacuum cleaners than ever before, even if we do nothing more than simply keep pace with this greater selling potential."

Mansager added that more and more households are using two vacuum cleaners instead of one.

## Gold Sewing Machine



**MOST EXPENSIVE** sewing machine is all gold model made by Necchi-Elna and held by company president Leon Jolson. The "gold Necchi Supernova" is price-tagged at a modest \$5000.



## COMING UP FOR DEALERS . . . .

### Builder Business

**M**ORE home-builder purchases of appliances are going to be channeled through retail dealers in the years ahead.

That is the heartening news contained in major policy changes announced recently by three leading manufacturers—General Electric, Westinghouse and RCA-Whirlpool. It is sound evidence that big, full-line producers are willing to pay more than lip-service to the concept of eliminating industry abuses, levelling off preferential discounts to at least one important special group and strengthening manufacturer-dealer relations. As such, it should be hailed by the retailing fraternity as a major step in their fight for recognition as the most prominent factor in the sale and service of electrical appliances.

For many years, ELECTRICAL MERCHANDISING has been counselling this change of policy on the part of manufacturers to enable dealers to participate in builder business. Pre-war, it was a negligible factor in over-all volume. But post-war, with well over one million homes being constructed annually, it has loomed into imposing proportions, involving the sale of hundreds of thousands of major appliances a year. We have always recognized, of course, that contract builders who put up homes on a mass basis, qualified for preferential discounts and should logically deal directly with the manufacturer or the distributor. But over 60 percent of the homes constructed were put up by builders who accounted for anywhere from two to ten homes per year. There seemed no valid reason why this business either should be sold at big discounts, or go direct. Moreover, the ability of any small builder to buy at below dealers' cost and be in a position to divert his purchases, through transshippers or other channels into the retail marketplace, caused legitimate dealers untold anguish. And that is putting it mildly.

Through NARDA, their national association, they recently petitioned the Federal Trade Commission for an investigation of these alleged abuses as being in **restraint of trade**. In effect, the FTC replied: prove it; cite chapter and verse. But even before specific examples could be provided, the resultant publicity may have focussed the industry's attention on the problem sufficiently to instigate long-needed action. Let us be charitable, however, considering that no federal action was taken, and give all credit to those manufacturers who were willing to recognize that a grievance existed and had the courage to do something about it.

**I**N essence, the plans announced recently provide (with some minor modifications) that builder contract sales involve at least 50 units of one product line, such as a range or refrigerator, or at least 100 units of two or more product lines; that the purchases must be made to a single builder in a qualified project, subject to certification by the distributor; and that delivery and installation be completed within six to twelve months of the contract date. This is tantamount to saying that to qualify for builder discount on a qualified project (Federal housing, military, apartment house, motel

and hotel business, large residential tract construction) the contractor can't buy less than the specified number of appliances, must prove or be certified by the distributor that they are for a specific project and must accept delivery and install them within a specified time. That is spelling it out in no uncertain terms. What is more, it is anticipated that other major manufacturers will shortly follow suit.

The significance of this important concession on the part of the manufacturers involved becomes self-evident when you consider the contribution builders have made in introducing and popularizing devices such as dishwashers and garbage disposers, built-ins and stack-ons and colored appliances. The bulk of sales in these categories have been going to new homes. Central air conditioning is another example. They have used the modern, fully-equipped kitchen as a potent sales weapon. Dealers, on the other hand have been slow to get into this business because of installation, subcontracting, financing, and related problems. But if manufacturers are voluntarily proclaiming their willingness to stop selling any but the larger building contractors direct and channel all the rest through dealers, the change in policy becomes a direct challenge to retailers to go after this market. In effect, the manufacturers are saying, "You have been telling us that small builders should be logical prospects for you to sell. Very well, from now on we won't sell them. Let's see what you can do."

**A**ND it must be admitted that there is little evidence that dealers have made determined attempts to sell contract builders in the past few years, even though home construction has been setting all-time records. Even where manufacturers or distributors made an effort to interest dealers in going after builder business, the response was discouraging. Perhaps the dealers' resentment at many of the abuses that crept into builder appliance purchasing made him decide to wash his hands of the whole problem. If so, those abusers seem about to be eliminated. More likely, dealers have been unwilling to make the investment in time, money and effort to identify themselves with complete kitchens, built-ins, central air conditioning, dishwashers and the other appurtenances people are demanding—and builders supplying them—in a new home.

Cooperation is a two-way street. If manufacturers are willing to make important concessions, dealers should meet them half way. They should make it apparent in the year ahead that their complaints were not without justification; that they are willing to meet the challenge of this newly opened market; that they are capable of dealing with it and that they appreciate the confidence the manufacturers have placed in them. Specifically, a letter to the manufacturer and/or the distributor involved, expressing those views and asking for help and guidance, could do wonders.

Gripping comes easy. Let's take this builder bull by the horns. . . .



LAURENCE WRAY

Editor



"WE FEATURE A FULL DISPLAY of wringer-type washing machines," says William D. Colvin. "With many models to choose from, a woman can compare prices and not feel she's the only one in her neighborhood with a wringer washer. They're good business with us—and profitable. The lower prices on wringer washers are more appealing to a lot of housewives. Our service calls are practically nil."



"BALANCED PRESSURE of wringers helps convince women of Lovell's superior cleansing power. With a clothespin and thin piece of clothing we show them how Lovell wringers exert equal pressure on thick and thin pieces to get dirt out that normally stays in."



"PROMOTIONS HELP US, TOO. We offer king size trade-ins, give customers their choice of budget terms. This makes wringer washers even more appealing. And we advertise Lovell-equipped wringer washers in newspapers."

## "Our wringer washer sales went up 25% in 1956"

*reports William D. Colvin, Colvin's Home Appliance, Owosso, Michigan*

"OUR SALES FIGURES for the first 11 months of 1956 show we sold 50 wringer washers. That's 10 more than we sold in 1955. And it doesn't even include our December sales. So you can see our wringer washer business is growing.

"What's more, we're finding there's more profit in wringer washers. Since emphasis in this area is on automatics, we don't

have to make big price discounts. Yet our customers are still pleased with the price—especially when they find there's seldom a service problem.

"And you can bet the name Lovell on our wringers has helped our sales. People seem to know they're getting quality. The Lovell name makes our selling job easier."



"LOVELL SAFETY IS A BIG FEATURE that helps clinch the sale. Customers are confident when they see how quickly you can release roll pressure. Women especially like the "Instinctive" safety on the deluxe models. This safety feature is based on the normal instinctive impulse to pull back when something goes wrong. A light pull releases roll pressure on the Lovell 62 Instinctive—stops rolls on the Instinctive 77."



"HERE'S YOUR PERFECT SALES COMBINATION. We follow up every wringer washer sale by reminding housewives that the job is only half done when the clothes are washed. An automatic dryer does the job quicker and better—and there's no fretting about the weather. Women who have just bought a wringer washer are ready for an automatic dryer equipped with a Lovell Drying System."



**PRESSURE  
CLEANSING  
WRINGER**

*Also makers of gas and electric drying systems*

*Lovell Manufacturing Company, Erie, Pa.*





# KELVINATOR MEANS BUSINESS

## Here's Why Kelvinator Means More Business For You in '57!



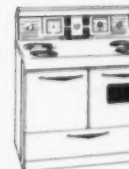
New Store-Easy, See-Easy, Reach-Easy design means new convenience for buyers of 1957 Kelvinator Refrigerators . . . means

**MORE REFRIGERATOR BUSINESS  
FOR KELVINATOR DEALERS.**



The Miracle of Electronic Cooking opens up new vistas of leisure and appetizing foods for America with the 1957

Kelvinator Electronic Range . . . means  
**TERRIFIC SHOWROOM TRAFFIC  
FOR KELVINATOR DEALERS.**



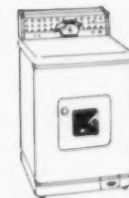
World's Easiest Cleaning, Fastest Electric Cooking brings in more prospects for Kelvinator Electric Ranges in 1957 . . . means

**EXTRA ELECTRIC RANGE VOLUME  
FOR KELVINATOR DEALERS.**



New "Magic Minute" demonstration of automatic pre-scrubbing sells customers on the 1957 Kelvinator Automatic Washer . . . means

**RECORD WASHER SALES  
FOR KELVINATOR DEALERS.**



New Super-Speed, Super-Safe electric drying saves time and protects clothes for buyers of the new 1957 Kelvinator Automatic Dryer . . . means

**A PLUS SHARE OF THE FASTEST-  
GROWING APPLIANCE SELLER  
FOR KELVINATOR DEALERS.**



Revolutionary Two-Directional air conditioning means hot-weather comfort for purchasers of 1957 Kelvinator

Room Air Conditioners . . . means  
**NEW AIR CONDITIONER VOLUME  
FOR KELVINATOR DEALERS.**

Kelvinator, Division of American Motors Corp., Detroit 32, Mich.

**Kelvinator MEANS BUSINESS GOOD BUSINESS FOR YOU!**

